



U District, Let's Go! Progress Report

Report period: July 2, 2018 through September 28, 2018.

Executive Summary:

This reporting period was a critical planning time for the pilot program. In addition to mapping out the end of year programming, we worked with several program partners on a major event in that came to the U District neighborhood, the Special Olympics Games USA. This quarter also involved strategizing the next iteration (beyond the pilot phase), what programming could look like and who we could continue to partner with. To help facilitate what the future might look like, our August stakeholder meeting including an exercise where we asked stakeholders to provide feedback on a worksheet that with a rating system and space for written feedback. The feedback that was collected was used to help guide future planning. Thanks to an opportunity through Seattle Department of Transportation's Transportation Equity Program and the UW School of Social Work, there will be programming in 2019, beyond the pilot phase. This quarter's outreach included connecting with new demographics including, children and families and new UW students. We also coordinated another Neighborhood Transit Talk that involved the three neighborhoods that will be connected through North Link Extension. During this quarter, we collaborated with our program partner, the U District Partnership UDP, from helping planning several events, attending joint meetings and collaborating on the future of the program.

Quarter 3 Highlights & Activities

Special Olympics Games USA

In July, the Special Olympics Games USA were held at the University of Washington (UW). The event brought more than 4,000 athletes and coaches, 15,000 volunteers and over 100,000 attendees during the seven-day event. U District, Let's go saw this as an opportunity to get involved through providing wayfinding assistance to the influx of visitors to help them feel welcomed to the neighborhood. Our program collaborated with a variety of organizations to maximize outreach and be most effective. Key to the event was being able to communicate mobility routes easily. With the exception of the King County Metro Transit North Capitol Hill and U District Neighborhood map, there wasn't an up-to-date, easy to read and use map specific to the U District. Creating the map involved working with Seattle Department of Transportation and King County Metro Transit in the development of an easy to understand, simple map of the U District neighborhood, emphasizing walking, bicycling and transit routes, with particular attention to the transit transfers at the UW station (which can be difficult for some people to understand, especially if they are new to the area.) A secondary goal was to increase value to the U District's business by highlighting routes that would get people to the shopping district part of the neighborhood. We created the map to be used beyond the Special Olympics Games and developed it in a way that can be used until the new U District Link light rail system opens in 2021. The creation of the map has an important value add to the neighborhood, brought value to small businesses, hotels and visitors.

Our team created a neighborhood cheat sheet with points of interest such as drug stores, grocery stores etc. and our team was invited to attend King County Metro Transit's training program which addressed how to spot people that are lost and how to connect with people with special needs. Our team collaborated with Metro's team and worked together to cover shifts, provide overlap and cover days where there was low volunteer turn



out. We worked with UW Transportation Service's Events Team, (who provided shuttle service to athletes to and from housing and event venues) to gain an understanding of the routes the athletes would take to help build our understanding of where people were moving. To cover the most ground and connect with the most visitors we reached out to Lime Bike rideshare for ten donated bicycles for our team to use. Our mobile way finders interacted with over 1,600 individuals during this event.

(See exhibit A, for Special Olympics Games USA neighborhood map & event photos.)

ORCA LIFT outreach

We continued our monthly ORCA LIFT enrollment with our program partners and created a new relationship with a local coffee shop, Sure Shot Café to expand our reach and create new relationships. We connected with a new low-income housing community, Arbora Court Apartments (a Bellwether Housing Community) and are planning a mobility fair for its residents for early October. We also involved new partners to join our outreach for our summer enrollment events. We involved Trailhead Direct, a pilot project sponsored by [King County Parks](#) and Metro's Community Connections program that is helping make getting to hiking trains more accessible. We invited the King County Coalition on Homelessness to join our Community Lift event at the U District Foodbank to register people to vote. We utilized the Department of Neighborhood's Language Ambassador Translation services for written translation support (Mandarin, Russian and Spanish) as well as onsite day of support in: Mandarin and Spanish (Russian translator is on staff at the Food Bank). We continued our outreach at the Seattle Public Library where we built relationships with vulnerable youth and helped connect them with ORCA LIFT. This quarter of outreach enrolled 45 people in ORCA LIFT and connected 50 people with the Regional Reduced Fare Pass.

(See exhibit B, for program flyer with partners listed)

Connecting with Families – Mobility in the Movies

This summer, Scarecrow Video, a local nonprofit video library, reached out to us for support of their children's programming (under 5 year's old). This was a great opportunity to connect with families and share information about mobility. Let's Go program staff presented on three dates and covered bicycles, trains and transit. We connected with public agency program partners on materials and safety related items to supplement our activities. Our program included asking questions, showing images, show and tell (we brought in a LIME bicycle), played guessing games with sounds, overall the majority of our activities focused on safety. After our presentation, Scarecrow played short films to go along and read a book (Seattle Public Library, U District Branch Location also partnered.)

Another family oriented event included our participation in the annual U District Neighborhood Night out, which is an evening of community building between neighbors, community organizations and police. Let's Go helped the UDP plan the event, invited community organizations that we had relationships with such as Trailhead Direct and Bike Index. Staff at our table provided information in programming and promoted upcoming events.

(See exhibit C, for Mobility in the Movies & Neighborhood Night Out photos)



Park(ING) Day

September 21 was the annual Park(ING) Day place-making event that transforms parking spaces into temporary people spaces. We collaborated with the U District Partnership on transforming two spaces outside of Café on the Ave at 4201 University Way NE. The U District Neighborhood has one permanent parklet which hosted a musical series over the summer that drew new foot traffic and people to the hosting business, Bull Dog News. Our outreach included encouraging businesses to host a pop-up and shared the benefits of utilizing public streets to expand presence and increase economic development. We were one of five other U District pop-ups. To encourage visitors to check out all other pop-ups, we created a passport and map. Our space featured two local musicians, Young Chhaylee, and Tom Butler. We provided tables and chairs and encouraged passerbyers to hang out, eat lunch, and enjoy the music. We collected menus from local eateries and the UDP's economic development manager was on hand and provided materials about streeteries and parklets for businesses that had questions.

(See exhibit D, for Park(ING) day photos)

Welcoming New Students

September was the start to the new UW school year. We organized an original event, *Ride to the Center of the Universe* with Lime Bike, and partnered with the U District Partnership on their annual *Up Your Ave* event that helps students get to know the small businesses on the Ave. We worked together on outreach, planning, marketing and day of implementation including staffing. For our bicycle ride, we partnered with LIME for free day of promo codes for 40 bicycles and UW Transportation Services shared in promotion. This event was not as effective as it could have been and only got three riders. If this event was to be held again, recommendations would be to partner with several more UW departments such as the UW Police and set up on campus rather than off campus.

Our involvement with Up Your Ave included staffing an outreach table, sharing commute options to students and helping to make sure they felt welcome to the neighborhood and ready to access transportation using their UPASS. Recommendations for future events are to involve UW Transportation Services.

(See Exhibit E, for Up Your Ave Photos)



Here is a listing of all our events and outreach through this past quarter.

July – September events and engagements

Event	Activity	# people engaged	Partners	ORCA LIFT Enrollment	RRFP	Other
Coffee & a LIFT with Street Bean	Jul. - Sept.	30	Public Health King County, Trail head Direct, Street Bean	18		
Coffee & a LIFT with Sure Shot Café	Jul. - Sept.	7	King County Public Health, Sure Shot Café, Trail head Direct	6		
Community LIFT with U District Food Bank	Jul. - Sept.	175	U District Food Bank, Orca-To Go, Public Health King Co., King Co. Coalition on Homelessness; Department of Neighborhoods Language Ambassador Program	17	50	
Ethnic Business Coalition	Jul. - Sept.	2	U District Partnership, Ethnic Business Coalition			Resource exchange
Farmers Market Outreach	Jul. - Sept.	102	Councilmember Johnson's Office, University Farmers Market			
King Co. Mobility Coalition, Work to School Committee	Jul. - Sept.	9	Hopelink			Presentation
Marriott Residence Inn, business meeting	Jul. - Sept.	2	Marriott Residence Inn			Meet and Greet
Mobility in the Movies, Children's Hour	Jul. - Sept.	64	Scarecrow, Lime Bike, King Co. Metro Transit, Sound Transit, Cascade Bicycle Club			
ORCA LIFT Mo. Service Provider Meeting	Jul. - Sept.	19	Public Health King County			Presentation
Park(ing) Day	Jul. - Sept.	75	U District Partnership, Seattle DOT			Outreach
Program update with CM Johnson	Jul. - Sept.	6	Councilmember Johnson's Office, SDOT, TCC			Program update
Ride to the Center of the Universe	Jul. - Sept.	3	Lime Bike, UW Transportation Services, UDP			New UW student outreach
Seattle Public Library, University Branch Youth Drop in	Jul. - Sept.	72	Seattle Public Library, University District Branch	4		
Teen Feed Program Interest	Jul. - Sept.	1	Teen Feed			Program update
U District Conversation on Homelessness	Jul. - Sept.	12	Various neighborhood stakeholders			Presentation
U District Neighborhood Night Out	Jul. - Sept.	46	U District Partnership			
U District Partnership Board of Directors Meeting	Jul. - Sept.	42	U District Partnership			Presentation
U District Partnership Clean & Safe Committee	Jul. - Sept.	12	U District Partnership			Outreach
U District, Let's Go Stakeholder Meeting 3/4	Jul. - Sept.	17	Various program stakeholders			
Up Your Ave	Jul. - Sept.	131	U District Partnership event			



Special Olympics Games USA Mobile Way Finding	Jul. - Sept.	1655				
Total	Jul. - Sept.	2482		45	50	
Event	Activity	# people engaged	Partners	ORCA LIFT Enrollment	RRFP	Other

Program Continuation Options

In past reports, we documented efforts taken to integrate program components with the U District Partnership lines of business. In summary, efforts have not gained traction. The business case that we wrote back in April, which outlined both full and part time options for continuing programming beyond the pilot phase, was not voted on as a priority by the newly revived Urban Vitality Committee.

The next opportunity included building program elements into the position description for a full time UDP Urban Vitality Manager staff position who would work on land use and design guidelines, as well as transportation. The UDP proposed this role along with funding requests for two other initiatives: increased funding for marketing (a new website) and funding for mental health intervention. Both the UDP and the Business Improvement Area (BIA) boards voted to fund mental health intervention, specifically a REACH worker (builds relationships with people experiencing homelessness and connects them to the help that they need from food and clothing to medical care, shelter, and mental health and/or substance use treatment). The neighborhood is home to a large number of homeless who are in dire need of assistance.

This past summer, with the help of Seattle Department of Transportation, Transportation Equity Program, we were presented with the opportunity to write a proposal outlining how our program could be continued, in a limited capacity, (16 hours a week) through an internship with the UW's School of Social Work. We drafted a proposal that focused on the following elements (focusing largely on transportation equity and accessibility and working with the U District's minority owned businesses):

- Monthly ORCA LIFT (King County Metro Transit's reduced fare bus pass) enrollment events.
- Engaging with small businesses about the advantages of providing transportation benefits to employees, providing ORCA passes and new hire onboarding packets.
- Hosting community-focused, capacity-building events like neighborhood Transit Talks that help foster transportation and mobility conversations among service providers, public agencies, organizations, small businesses and neighbors.

We are excited to report that our proposal was selected by Laure Lee Sturm who has a robust background in community organizing and an interest in helping further out work of connecting people to transportation opportunities with equity at the core.

The U District Partnership has agreed to continue to host the program, will provide desk space and in kind resources such as printing, email and phone use etc. In addition, the UDP has agreed to take ownership of Let's Go programmatic elements that align with its mission, including continuation of stakeholders and folding transportation communications into existing communication outlets. We are currently outlining the full scope of work through a letter of understanding with SDOT and the UDP. Laura's tenure will officially start in November 2018 and she will work through June of 2019.



Stakeholder engagement

U District, Let's Go held its third stakeholder meeting on August 29 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 programing, 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 in the U District Neighborhood after the pilot phase.

This quarter's agenda was focused on gathering feedback on how we could structure future iterations of the program. We created a worksheet that outlined the program's components and we asked the stakeholders to rate the program's various elements and provide comment. The information collected was used to outline the work that our graduate student will focus on, what the UDP will focus on, where the gaps are and which elements were not effective (such as commute planning).

Here is a high level overview of how stakeholders rated the various program elements. During the next couple of months we will meet with stakeholders that were not able to attend this past meeting, as well as other program partners to gather more feedback and learn interests and concerns.

Overview	
Program Area	Rating Average (Responses to Data)
Monthly ORCA LIFT & Regional Reduced Fare Pass Enrollment	4.78 (12)
Transit Talks	4 (12)
Wayfinding for Businesses District Visitors	4 (11)
Partner Events	4 (11)
U District Stakeholder Meetings	4 (11)
Business Outreach	3.75 (12)
Communications	3.5 (10)
Neighborhood Leadership Outreach	3.5 (9)
Community Outreach	3.5 (11)
Commute Planning	3 (11)

The final stakeholder meeting (of the pilot phase) is on November 6. That meeting will focus on the how the program will be structured in 2019.

(See exhibit E, for a list of stakeholder organizations)



Program Update with Councilmember Johnson

During this quarter, we connected with Council member Rob Johnson to bring him up to speed on programming, our progress and our partnership with the U District Partnership (specifically how we are working to continue to build their capacity to provide programming). We created a one-pager overview with highlights and photos to guide our conversation and fielded his questions as well. Transportation Choice's new Executive Director Alex Hudson joined as did Ann Sutphin, SDOT grant manager of U District, Let's Go. Rob was pleased with our work, especially how we made transportation equity a key element. Rob suggested that we continue to partner with UDP, weaving in some of the equity elements, like ORCA LIFT enrollment, into their funding request, from his office, for a REACH mental health worker.

Transit Talk Planning

A large part of our work this quarter included organizing another community based neighborhood based Transit Talk. The idea was to bring the three neighborhoods, that will be better connected by the North link extension, into the same room to share ideas and resources, and learn what neighborhoods are already doing to prepare for 2021. In addition to sharing ideas, other goals were to help reduce fear of the unknown and help inspire people to get involved in their communities. We collaborated with these three neighborhoods on outreach and worked with SDOT on a promotional blog post.

Panelists included:

Amy Gore, Seattle City Councilmember Rob Johnson's office
Inga Manskopf, Ravenna Bryant Community Association
Laura Loe, Share the Cities
Joe Gruber, University District Food Bank
Mark Crawford, U District Partnership
Jeffrey Young, North Seattle College
Scott Cooper, Roosevelt Neighborhood Association
Katie Chalmers, King County Metro Transit
Andrea Burnett, Sound Transit
Ann Sutphin, Seattle Department of Transportation
Moderated by: Miranda Redinger, AICP; Senior Planner, City of Shoreline; Northgate resident

An overview of the talk will be included in the next quarter report.

(See exhibit G, for outreach poster.)

Post Survey Planning

Over this past quarter, Let's Go invested significant effort in helping to build the UDP's business contact list. Let's Go staff made phone calls, went door to door to small businesses, entered data and compiled existing lists and gathered almost 500 email addresses for use on a shared survey that will benefit Let's Go post survey efforts and the UDP's Economic Development manager's needs. This survey will be sent to contacts mid October and the plan is to have results by early November in time for the stakeholder meeting and final report.



Our benchmark data was taken from the [U District Survey of Small Businesses](#).

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
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.

Website, social media, and newsletter

Here are the most up to date social media and communication subscribers:

Online outlet	Followers/subscribers
Facebook	167 (135 in Q2)
Twitter	184 (154 (Q2)
Instagram	67 (53 Q2)
Newsletter	242 (201 Q2)

Goals and metrics

1. **Goal: Increase ORCA LIFT enrollments**
 - *Metrics:* Pre/post-program data collected from King County Public Health.
 - *Progress:* 45 people have been connected with ORCA LIFT during 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 accounts opened in the U District, number of meetings (with U District businesses) held each month, and key findings.
 - *Progress:* 0 organization have 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:* 3 commute plans were prepared
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 2482 members of the neighborhood: businesses, students, visitors, community organizations.
5. **Goal: Quarterly meetings with stakeholders**
 - *Metrics:* 4 meetings with stakeholder groups to communicate concerns and update on progress.
 - *Progress*



- 3 of 4 stakeholder meetings held

Quarter 4 Looking Forward

Next quarter's focus is ensuring that the pilot phase of programming ends as successful as possible, ensuring that the budget and deliverables have been met and will start outlining the final report. Part of wrap up is continue to gather input from stakeholders and community members for use in final report and to guide the next phase of programming. The post survey will be conducted in early October and will have results as soon as early November that we will be able to include into end of year reporting and presentations. We will work with UDP to ensure that their needs are met and that they are trained and know where to find resources and points of contact, so they are able to be successful with the program elements that they plan to oversee.

When the internship, with Laura, formally starts in November, we quickly get her ramped up and oriented, introduce her to program partners, share program resources, ensure that she has access to files and materials that she will need and provide any training on current systems (website, processes etc.) that she needs to be successful.

There are a handful of events that we are planning this fall, such as an ORCA LIFT enrollment/ health insurance combination enrollment in November, a holiday LIFT, reload your card event, Ride in the Rain bicycle challenge with Cascade Bicycle Club and UW Transportation Services, and a Light up Your Commute safety/ visibility oriented event with Commute Seattle.

U District, Let's Go, end of pilot celebration will be held on December 6. The program will be a formal thank you to the neighborhood and review of program highlights as well as introducing people to Laura and the next new phase of programming.

(Exhibit A. Special Olympics Games USA neighborhood map & event photos.)







(Exhibit B. Community LIFT w/ program partner engagement)

community LIFT transit card enrollment!

U District, Let's Go & the University District Food Bank are partnering to help you get connected to **Metro's Regional Reduced Fare Permit**. The permit entitles senior riders (age 65+), riders with a disability and Medicare card holders to reduced fares on public transportation systems. We will be issuing new cards and loading **\$36 vouchers** for those that need funds added (**if qualifying for RRFP**). We're also enrolling people in **ORCA LIFT** (Metro's reduced fare ORCA Card). Eligible individuals (19-64 years of age) can get an ORCA card **pre-loaded with \$30**.

DATE : Thursday September 6, 2018
LOCATION : University District Food Bank, 5017 Roosevelt Way NE
TIME : 2 PM to 4 PM
MORE INFO : udistrictgo.org | facebook.com/UDistrictLetsGo | [twitter @UDistrictLetsGo](https://twitter.com/UDistrictLetsGo)

OUR PARTNERS

For ORCA LIFT enrollment

Please bring a photo ID and one of the following items:
Provider One Service card
EBT card or proof of income (from last 30 days)

connecting U
with transportation resources

Exhibit C. Family Programming, Scarecrow Video Mobility in the Movies & Neighborhood Night Out

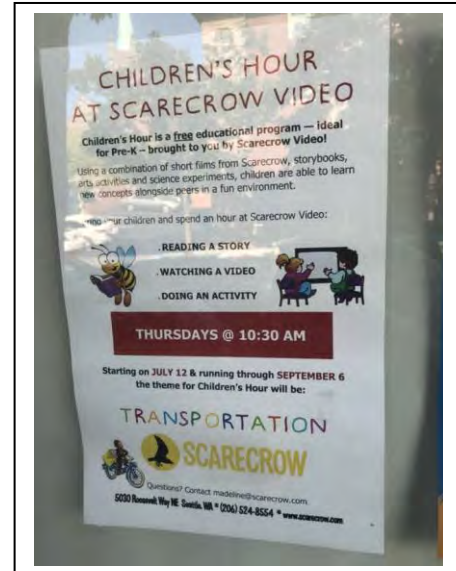


Exhibit D. Park(ING) day: U District, Let's Go Feat. UDP!

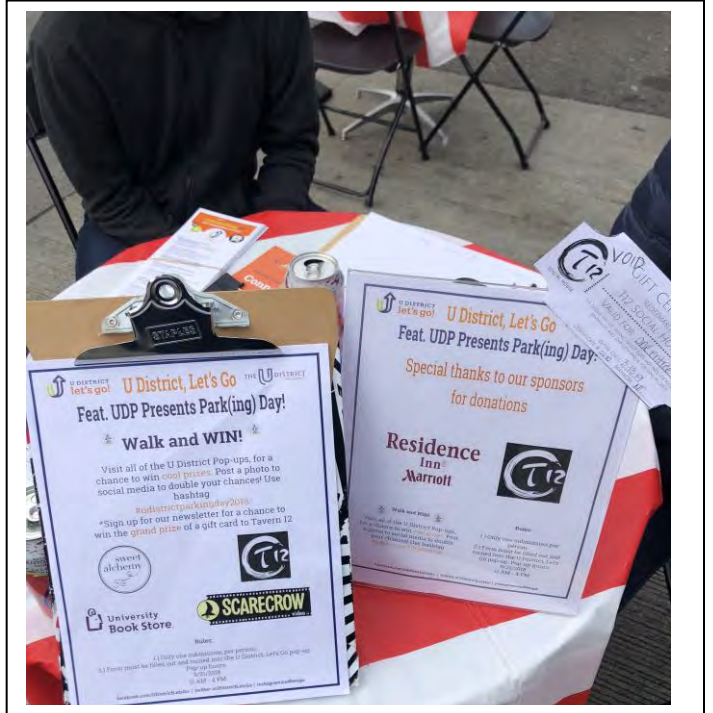


Exhibit E. Up Your Ave





Exhibit F. Up-to-date, Stakeholder List

Organization
Bellwether Housing U District Arbora Court
Bicycle Security Advisors
Cascade Bicycle Club
Children's Hospital Transportation & Sustainability
City of Seattle
City of Seattle, Office of Economic Development
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
Seattle Department of Transportation, Transportation Equity
Seattle Public Library, U District Branch Location
Sound Transit
Sweet Alchemy Ice Creamery
Teen Feed
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

Exhibit G. We're in It Together, Neighborhood Talk outreach poster

Transit Talk: We're in It Together

The U District, Roosevelt, and Northgate Link light rail stations will arrive in 2021, which means these neighborhoods will be better connected to each other and the region. Join us as we share ideas and resources, and learn what neighborhoods are already doing to prepare for these changes. Let's learn from each other and build on our collective creativity as we get ready for 2021.

When: Thursday October 4, 2018, 6:30 PM to 8:00 PM
Doors open at 6:00 Come early for appetizers, drinks & networking
Where: Urban Luxe Cafe, 6105 Roosevelt Way NE
RSVP: udistrictgo.org/together

TRANSIT TALK PANELISTS

Amy Gore, Councilmember Rob Johnson's Office District 4	Joe Gruber, University Food Bank
Inga Manskopf, Ravenna Bryant Community Association	Jeffrey Young, North Seattle College
Scott Cooper, Roosevelt Neighborhood Association	Mark Crawford, U District Partnership
Laura Loe, Share the Cities	Bill Bryant, King County Metro Transit
Ellen Blair, Sound Transit	Ann Sutphin, Seattle Department of Transportation

MODERATED BY: Miranda Redinger, AICP, Senior Planner, City of Shoreline; Northgate resident

OUR PARTNERS

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