

Metropolitan Improvement District

Presentation to Seattle City Council
March 14, 2011



Founded by Downtown Seattle Association



What is the MID?

- \$5.6M/year Business Improvement Area
Over 225 City Blocks
- Founded in 1999
- RCW 35.87A

“[t]o aid general economic development and neighborhood revitalization, and to facilitate the cooperation of merchants, businesses, and residential property owners which assists trade, economic viability, and liveability [...]”

- Ratepayer Based
- 21 Ratepayer Advisory Board Members

What is the MID?

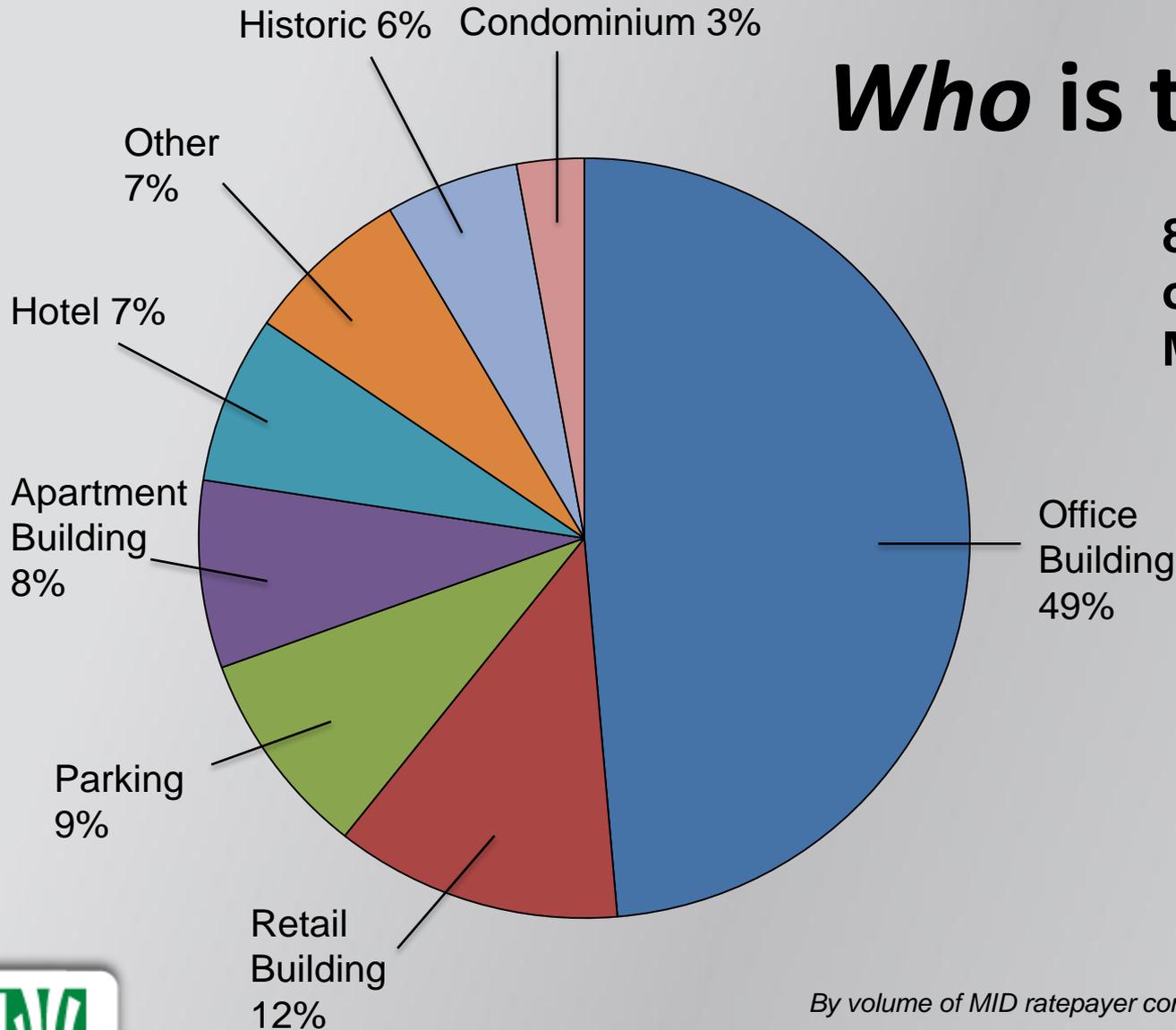


Downtown
SEATTLE
ASSOCIATION



Who is the MID?

850+ property owners in the MID

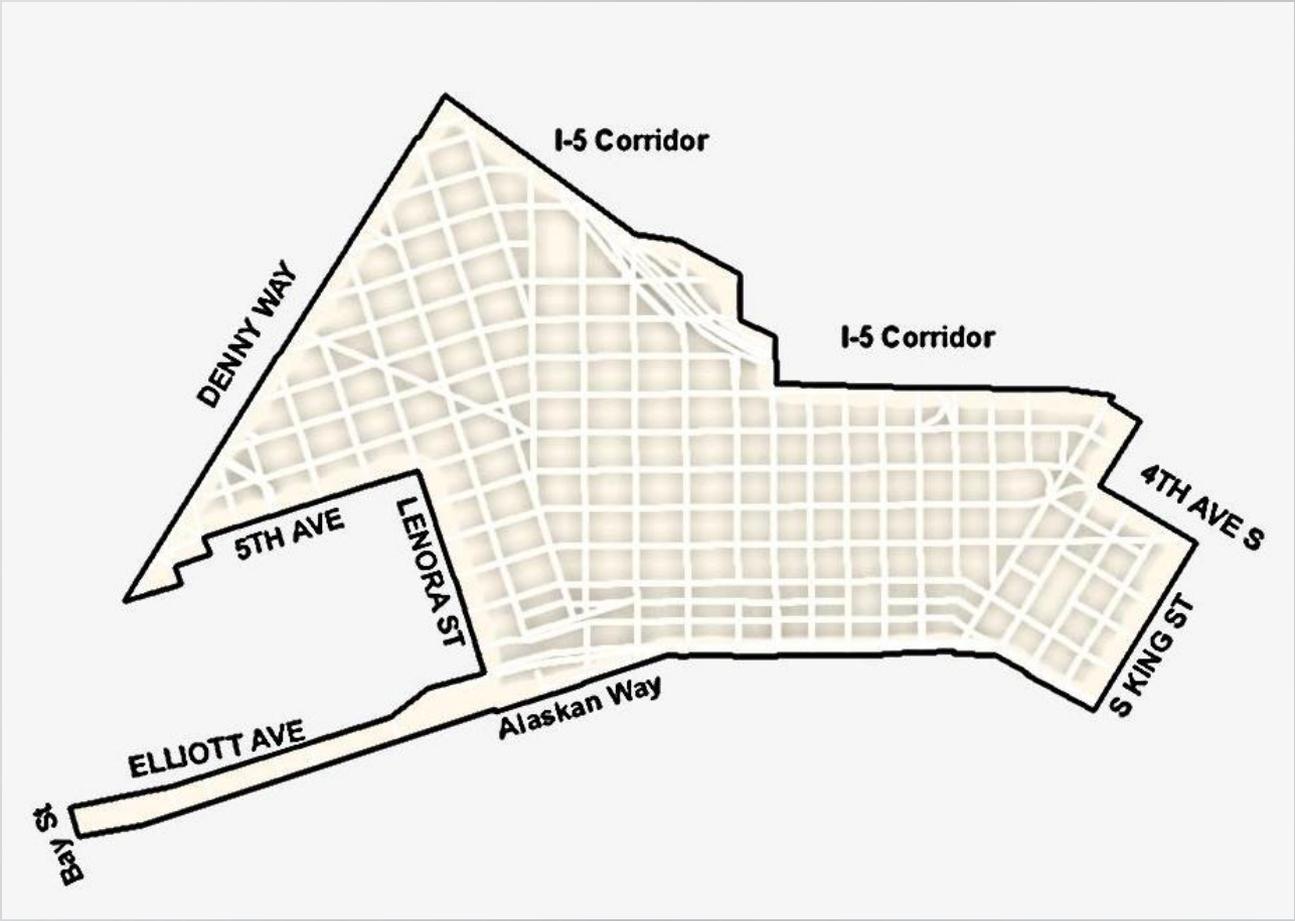


By volume of MID ratepayer contribution

MID - Partnerships

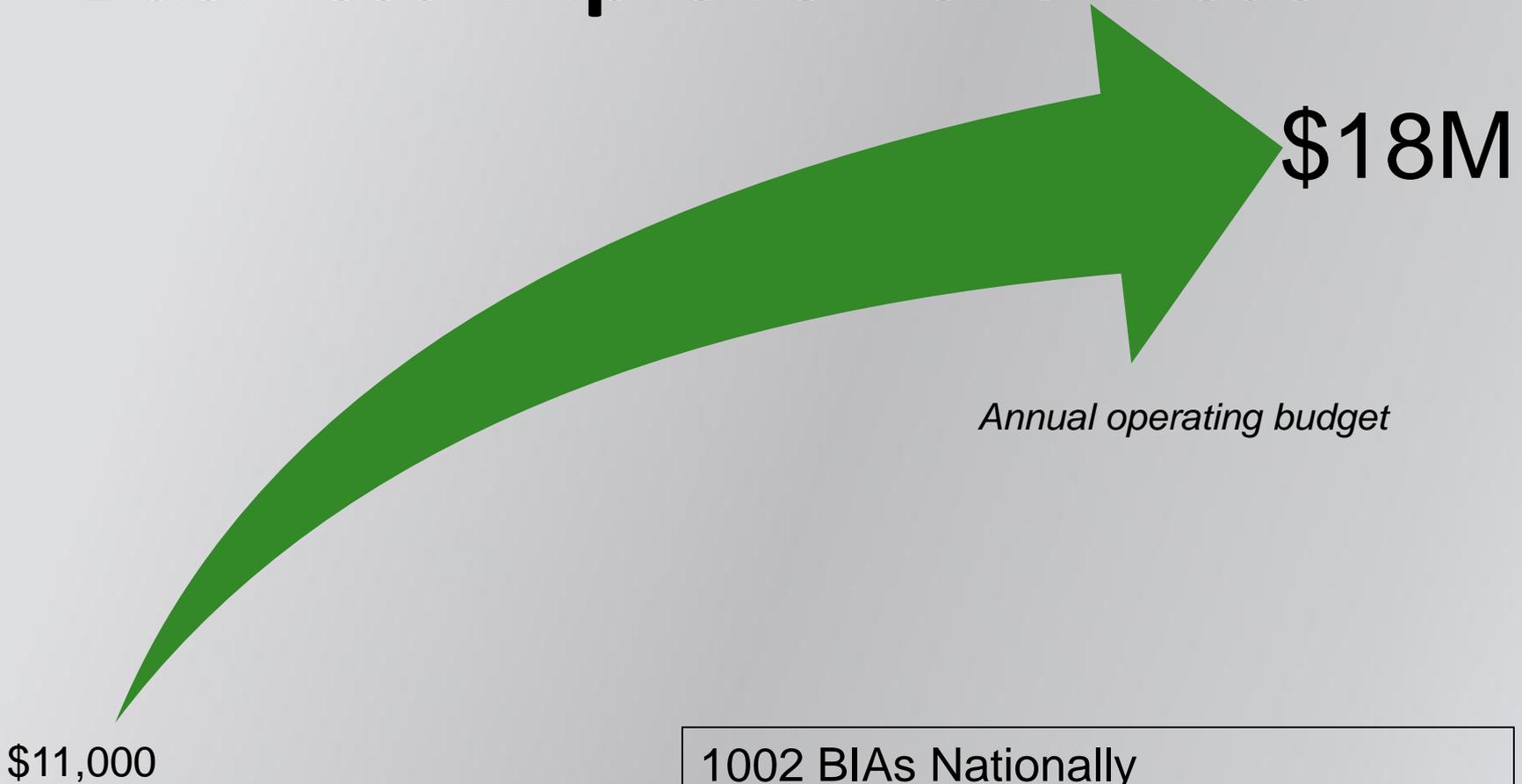
- Seattle Police Department
- Seattle Office of Economic Dev.
- Seattle Public Utilities
- Seattle Department of Transportation
- King County Metro
- Downtown Emergency Service Center
- Evergreen Treatment Center
- Mental Health Chaplaincy
- Union Gospel Mission
- Bread of Life Mission
- Compass Center
- YouthCare/The Orion Center
- PSKS (Peace for the Streets by Kids from the Streets)
- 45th Street Clinic
- Seattle Parks Department
- Seattle Center
- Seattle's Convention & Visitors Bureau
- King County Committee to End Homelessness
- New Horizons Youth Ministries
- YWCA/Angeline's
- Senior Services
- Department of Licensing
- WA State Veterans Affairs
- Chief Seattle Club
- Dutch Shisler Sobering Center
- Catholic Community Services of WA
- REACH
- Cedar Grove Composting
- Seattle Municipal Court
- Community Court
- Artworks
- CleanScapes
- BOMA
- enterpriseSeattle

Where is the MID?



	City of Seattle Investment	MID Investment
Clean	<ul style="list-style-type: none"> • Sweeping 1-7 Nights/week • Deep Alley Cleaning 1 Day/week; Light Cleaning 5 Days/week • Garbage Pick-up • Public Graffiti Removal 1 Day/week in Response to Calls • Daily Park Maintenance 	<ul style="list-style-type: none"> • Daily Sweeping • Frequent Pressure-washing • Graffiti Removal from Private/Public Property • Minor Maintenance of Public Property • Security Lighting Installation • Illegal Vendor Enforcement
Safety	<ul style="list-style-type: none"> • Uniformed Officers • Community Policing • Foot & Bike Patrol • 60 Officers Downtown (1999) 	<ul style="list-style-type: none"> • Courtesy & Security Patrol • Escort Service • Field Assessment & Human Service Referral • Crime Statistics Tracking • Coordinate Block Watch
Marketing	<ul style="list-style-type: none"> • Funding for marketing programs via Mayor's Office of Film and Tourism • Funding for marketing programs via Seattle's Convention and Visitors Bureau 	<ul style="list-style-type: none"> • Marketing Collateral Creation and Distribution • Coordinated and Enhanced Event Programming • Neighborhood Promotion • Central Press and Public Relations Information • Promote Downtown as a Place to Live, Work, Shop and Play
Economic Development	<ul style="list-style-type: none"> • Fiscal Support & Downtown Coordinator in the Office of Economic Development 	<ul style="list-style-type: none"> • Develop and Maintain Downtown statistics • Business Retention & Recruitment Strategy Advocacy for Improved Business Climate • Advocacy for Coordinated Human Services
Commute Trip Reduction		<ul style="list-style-type: none"> • Advocacy for transportation needs and accessibility • Universal signage and parking validation program

Business Improvement Areas



1002 BIAs Nationally

- 293 in cities with 500,000+

National Context

- Philadelphia - \$18,000,000
- Washington DC - \$10,200,000
- Denver - \$5,700,000
- **Seattle - \$5,600,000**
- Los Angeles - \$5,400,000
- Portland - \$4,400,000

1002 BIAs Nationally

- 293 in Cities with 500,000+
- Median Operating Budget: \$342,000

National Context

City	Total Annual Operation Budget	# of Blocks	Clean and Safe Investment Per Block
Philadelphia	\$18,000,000	120	\$69,000
Los Angeles	\$5,400,000	65	\$46,000
Washington DC	\$10,200,000	138	\$43,000
Denver	\$5,700,000	120	\$25,000
Seattle	\$5,600,000	225	\$15,000
Portland	\$4,400,000	213	\$10,000

MID Business Plan

- Cleaning and Safety/Hospitality
- Economic Development and Business Recruitment & Retention
- Downtown Destination and Neighborhood Marketing
- Commute Trip Reduction (Commute Seattle)
- Program Administration

Clean & Safe

- Customer Service
- Safety/Hospitality Team
- Clean Team
- 6:00am – 9:30pm
- 22 sectors
- 7 days a week coverage

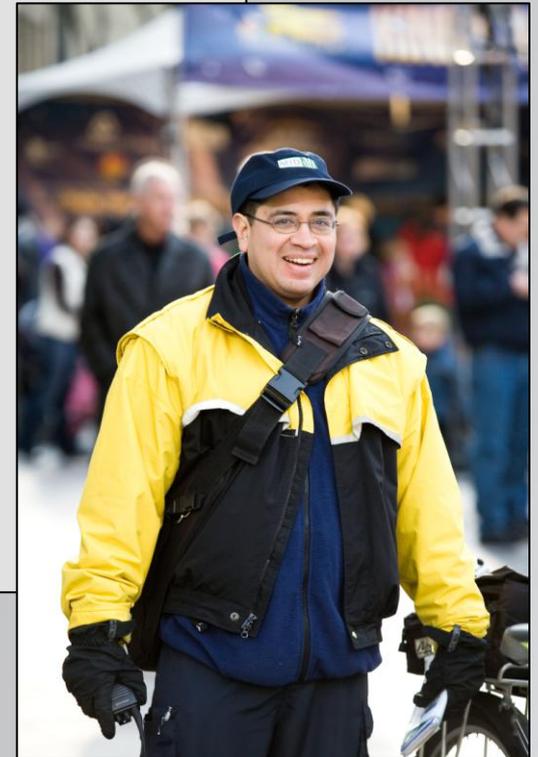
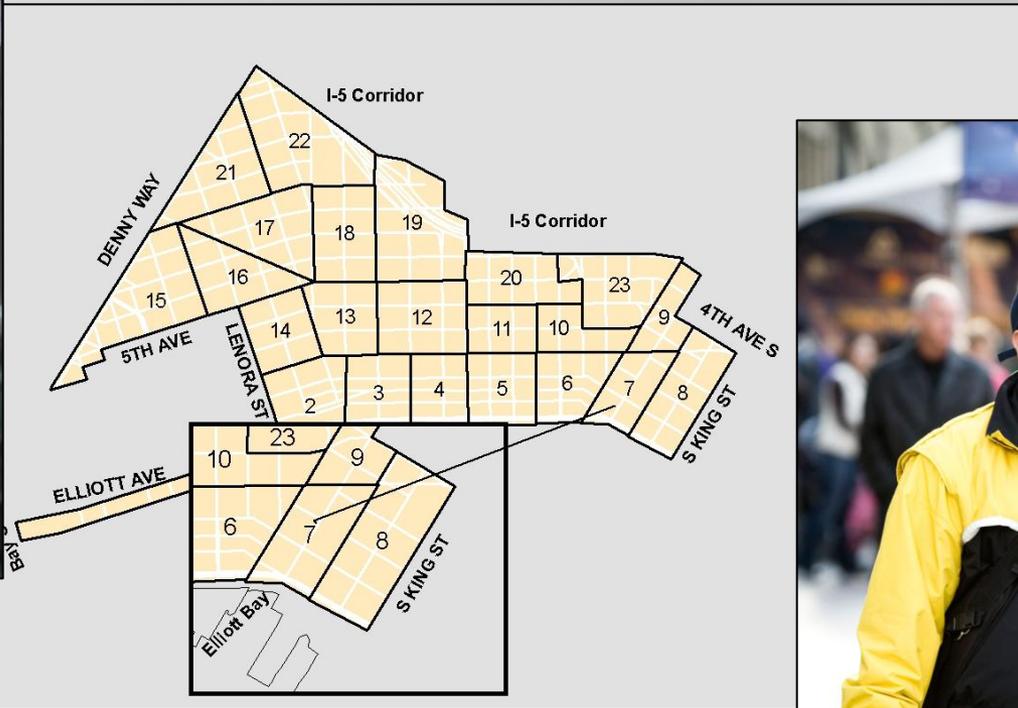


Clean & Safe - Customer Service

- New Business Welcome
- Problem-Solving
- Single Point-of-Contact
- Condominium Forums
- Public Safety Fairs
- MID e-letters



Downtown Ambassadors – Clean Team



Downtown Ambassadors – Clean Team



Downtown Ambassadors – Safety/Hospitality Team



Clean & Safe Services

- 911 Reporting
- Drug/Alcohol activity
- Public urination
- Trespass reporting
- Illegal vendor reporting
- SPD protest support
- Sit & Lie approach
- Panhandling documentation
- Alley patrol
- Narcotic shake observation
- DOC active
- Narcotic arrest observation
- Human welfare check
- Approach sleeper
- Provide presence
- Ride through
- Provide escort
- Directions inside MID
- Directions outside MID
- Transit information
- Human service contact/referral
- Medical treatment
- Connected with Youth Outreach Team
- Provided care bag/hygiene
- Partnership building
- Merchant handout delivery
- Merchant introduction of MID
- Public introduction of MID
- DA referral
- Graffiti removal – private property
- Graffiti removal – public property
- Trash bucket emptied
- Alley cleaning
- Human waste removal
- Illegal dumping reports
- Pressure washing
- Leaf pick-up
- Big Belly checks
- New storefront business reporting
- Closed storefront business reporting
- 911 call for sobering van
- 911 call for medic
- Sheltered
- Connection with case manager
- Sweeping
- Clogged drain

Adapting to a Growing Downtown

- More Tourists, More Businesses, More Residents
- Municipal and County Budget Challenges
- Adapting to Change and Taking on New Responsibilities
 - 3rd Ave Bus Corridor
 - Big Belly Trash Compactors
 - Community Court
 - Waterfront Clean Up
 - McGraw Square
 - Afternoon Clean Team
 - SPD Emphasis Team
 - Nightclub Public Safety Partnership

Public Space Management

Daily Reporting to the City

- Overflowing Trashcans
- Illegal Dumping
- Private Property Graffiti
- Streetlight Inventory
- Clogged Storm Drains
- **Illegal Encampments**
- **A-Board Enforcement**
- **Paystation Graffiti**
- **Illegal Street Vending**
- **Newsbox Enforcement**



Destination Marketing



Destination Marketing

- Events & Attractions
- Marketing Campaigns
- Neighborhood Marketing & Promotions



Events & Attractions



Marketing Campaigns



Marketing Campaigns



Neighborhood Marketing & Promotions



Economic Development



Economic Development - Recruitment



Economic Development – Retention

- 70+ one-on-one Visits with Downtown Employers in 2010
- Sector-specific Issue Identification
- Strong Partnerships with OED, Enterprise Seattle, WBBA, Global Health Alliance, WTA and Others



Economic Development – Research

- Economic Report
- Resident Study
- Street Level Survey
- Neighborhood Profiles & Development Guide
- Sector Growth Data Reports
- Business ‘One-On-Ones’
- Pedestrian Counts
- 4-County Survey



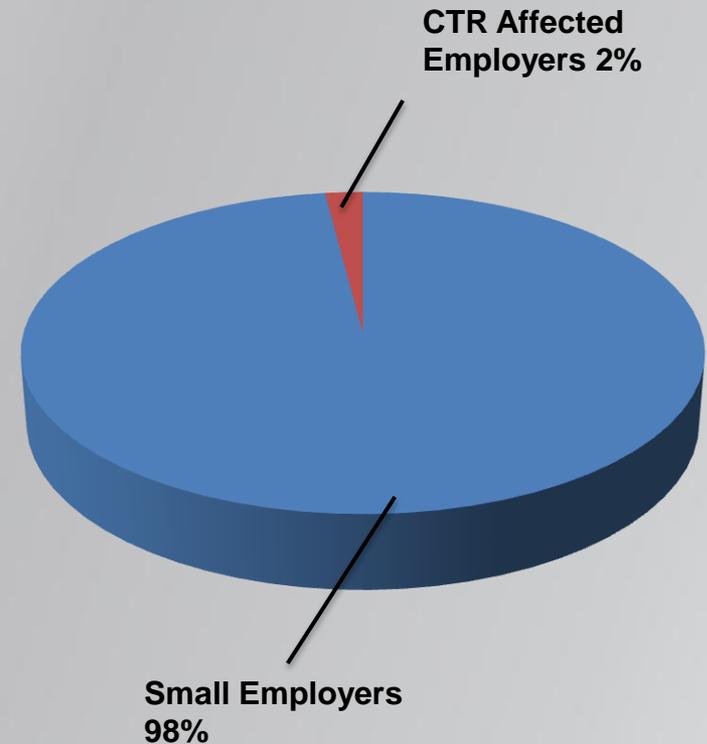


- MID/DSA
- City of Seattle
- King County Metro



Commute Seattle

- Coordinate Transportation Access, Options and Products for Business
- Market and Sell ORCA Passes
- Continue to Increase the Mode-split for Non-SOV
- Perform Research and Seminars on Amenities, Infrastructure and CTR Methodology
- Average Annual CTR Investment by Downtown Businesses with ~100 Employees: \$10,000



Metropolitan Improvement District: Adaptive, Flexible, Solutions-Oriented

- National Best Practices Research
- Continued Emphasis on **Collaboration and Partnerships**
- Reduced Administrative Costs 13% to 10%
- Provide **Best Services Possible**
- Engaged Ratepayer Board of Directors

In the MID's 12-Year History...

- **6230** Alleys Cleaned
- **943** Sidewalks Pressure-washed
- **400** Trash Cans Cleaned
- **141,000** Graffiti Tags Removed from Public Property
- **35,000** Bags of Trash Collected
- **52,000** People in Need Connected with Services
- **2,600** Calls to Sobering Van
- **50%** Reduction in Open Container Violation (since 2005)
- **36,000** Human Waste Incidents Cleaned
- **164,000** People Violating Sit/Lie Ordinance Approached

Questions?

