

**Third Avenue Corridor MOA**  
**Performance Tracking by the Downtown Transportation Alliance (DTA)**  
3/13/2013 4:30 PM

Date MOA executed: 12/11/2012  
Signatories to agreement: Mayor McGinn, Executive Constantine, Kate Joncas  
Term of agreement: On-going  
Monitoring updates: Bi-annually  
External reporting: Annually; next reporting due June/July 2013  
Reporting Audience: Council, general public, downtown commuters, residents, visitors, DSA board, MID board, Third Avenue property owners and tenants

***Vision: Make Third Avenue a great street for transit, business, residents and visitors—an inviting accommodating, safe and attractive place where people want to be***

Improve Transit and Streetscape Infrastructure: ■ Target met; ■ Trending to target; ■ Trending off target; ■ Not meeting target

Actions & Outcomes	Lead Agency	Lead Staff	Performance Metric	Description	Action Start Date	Status Desc.	Target completion date		
1. Advance design of Urban Design Framework for project construction; Draft framework due (date)	SDOT	Bill Bryant	Delivery of product	University-Stewart 10% design	December 2012		May 23, 2013		
2. At 30% design develop financing plan to fund implementation	SDOT	Bill Bryant	Delivery of product	Funding plan for entire project	1st Qtr 2014		2nd Qtr 2014		
3. Capital investments between Denny & Jackson a. Install real-time transit arrival information and ORCA readers at major stops b. Install new way finding and transit information signage c. Install new shelters d. Install new street furniture e. Improve pedestrian access and travel along corridor	SDOT KCM	Bill Bryant  Heather Marx	a. 9 installations	ORCA readers/schedule signs installed	December 2012	Design underway	February 2014		
			b. Unidentified						
			c. Shelters installed	Locations to be determined through the design process	November 2013	10% design complete; 100% design is in the scoping process	2015		
			d. Street furniture installed	Locations to be determined through the design process	November 2013	10% design complete; 100% design is in the scoping	2015		

						process	
			e. Pedestrian access	Improvements to be determined through the design process	November 2013		
4. Property owner outreach along Third Ave for private investment to improve storefront windows, and facilitate ROW improvements (when design study is complete), i.e. Macy's	DSA	Kate Joncas		Pending completion of design study	July 2013	On-going	
5. Transit Performance Reporting	KCM	Heather Marx		Rider Survey	Survey conducted October 2012	Data analysis and final reporting underway	June 2013
6. Issue Request for Qualifications for coordinated street furniture program	DPD SDOT	Mike Podowski Jennifer Wieland	Issue RFQ	Building on the Request for Information issued in late 2012, the City will issue a Request for Qualifications for a private partner to work with the City to develop a coordinated street furniture program (supported by advertising)	Underway	RFQ development in process	June 2013
7. Examine methods to speed bus boarding	KCM	Heather Marx		Work with SDOT to install ORCA readers at Rapid Ride Stations on Third Ave.  Investigate the possibility of ticket vending machines (TVM)		ORCA readers installed with real-time transit information signs (see 3a)  TVM RFI responses due May 10.	

Clean and Maintain the Corridor:

Actions & Outcomes	Lead Agency	Lead Staff	Performance Metric	Description	Action Start Date	Action Status	Target completion date
1. Litter can fullness and timing Audit	SPU	Tim Croll				Complete	Fall 2012
2. Invest \$20,000 per year to fund mutually derived approach	SPU	Tim Croll					
3. Jointly develop approach to reduce litter can overflow	SPU MID	Tim Croll Kate Joncas	TBD	SPU adding additional resources to corridor	TBD		TBD
4. Jointly develop schedule of regular review to adjust actions to meet needs	SPU MID	Tim Croll Kate Joncas	TBD	Mtg on 3/11	TBD		TBD
5. Reduce frequency of litter can/recycling overflow	SPU	Tim Croll					
6. Initial solutions bordered by 1 <sup>st</sup> , 4 <sup>th</sup> , Stewart, Union	SPU	Tim Croll					
7. Continue sidewalk washing, loose litter pickup, litter can topping in focus area	SPU	Tim Croll			Mid-2012		On-going
8. Maintain bus stop cleaning & litter servicing	KCM	Heather Marx	# of bus stop litter complaints	5 clean-up complaints in the first quarter. <ul style="list-style-type: none"> <li>• Northbound Third and Columbia</li> <li>• Third and James bus tunnel entrance</li> <li>• Northbound Third and Vine</li> <li>• Southbound Third and Madison</li> <li>• Southbound Third and Union</li> </ul>	January 2013	Ongoing	Quarterly
9. Pressure wash 5 busiest bus stops/zones in the corridor at least every other day (list stops)	KCM	Heather Marx	work order system activity	Identified stops are cleaned every other day <ul style="list-style-type: none"> <li>• Northbound Third and Virginia</li> <li>• North and Southbound Third and Pike</li> <li>• Southbound Third and Pine</li> <li>• Southbound Third and Union</li> </ul>	March 2013	Ongoing	Quarterly
10. Fund new afternoon cleaning shift (12pm-9pm) targeting loose litter, graffiti, human/animal waste	MID	Kate Joncas	-MID CSMS -SPU pressure wash	MID renewed in May 2013	July 2013		

			stats -Monthly walk with photo inventory from Yesler-to-Stewart					
11. Develop enhanced monitoring/reporting to track public realm issues (lights, litter cans overflow, safety issues)	MID	Kate Joncas		Establish zones for MID Ambassador public realm inventory	July 2013			

Reduce Crime and the Fear of Crime:

Actions & Outcomes	Lead Agency	Lead Staff	Performance Metric	Description	Action Start Date	Action Status	Target completion date
1. Continue data-driven evidenced based approach at known locations of crime and disorder and use of other complementary tactics	SPD	Capt. Jim Dermody	911 Reported Crime & Disorder data at Directed Patrol Block Faces, CCI areas, and precinct sectors	Center City Initiative data	June, 2012 (Ongoing)	Ongoing Positive and sustained public safety outcomes	Quarterly and Ongoing
2. Continue joint operations, deployment and programs	MTP SPD	Heather Marx (Major Lisa Mulligan) Capt. Jim Dermody	Quarterly counts of joint operations, deployments and programs and list describing them	MTP provided	January 2013	In discussion	Quarterly
3. Work to ensure safety of non-sheltered bus zones	MTP SPD		Quarterly count of security incident reports by location and count of the "on views" on Third Avenue	MTP provided	January 2013	First Quarter: • 2294 on-views • 125 security incident reports	Quarterly
4. Regularly request through KC Prosecutor's Office SODA orders	SPD	Capt. Dermody Sumeer Singla	KC Pros requests these of the Court when appropriate	Kate meet with Gary J. about CCI data collection			
5. Continue work with HSD and stakeholders for non-traditional strategies for low level drug offenses	SPD	Capt. Dermody Sumeer Singla	# of LEAD enrolled candidates, # of persons contacted for human service provision.	Kate meet with Gary J. about CCI data collection	3/2013	Final Planning Stages	Quarterly and Ongoing
6. NEW: Track attitudes and perceptions about public safety on Third Avenue	MID	Kate Joncas		Intercept Survey	TBD		

Enhance Management of Public Spaces:

Actions & Outcomes	Lead Agency	Lead Staff	Performance Metric	Description	Action Start Date	Action Status	Target completion date
1. Bus zone code of conduct enforcement	MTP	Heather Marx (Major Lisa Mulligan)	Quarterly count of the citations and warnings issued Quarterly count of the number of suspensions issued in the area.	Provide quarterly count	January 2013	First Quarter: • 34 citations • 149 warnings • 59 suspensions	Quarterly
2. Fund mental health professional for direct outreach; UGM as partner	MID	Kate Joncas	Staffing	On street crisis management	Complete	Complete	Complete
3. Ease permitting requirements for private cameras overhanging the ROW to encourage installation (note: SDOT requests more information on existing barriers to installing cameras)	SDOT	Barbara Gray					
4. Pursue cooperative agreements to review recorded video obtained by owner	City	Capt. Dermondy Sumeer Singla	Difficult to measure	This occurs on as-needed basis. No written agreements sought or required.	Ongoing	Ongoing	Ongoing
5. Establish task force of internal staff and external stakeholders to define comprehensive public space management strategy 6. Define programs and activities that enliven and support vibrant streets 7. Model after existing approaches (note: SDOT seeks clarification on this item)	SDOT	Jennifer Wieland Barbra Gray	Implementation strategy (with associated metrics) delivered to Mayor and Council	The Task Force is developing an implementation strategy to prioritize the department's work within the new Public Space Management Program	Underway as of January 2013	On schedule	July 2013

Improve Response to Homelessness, Mental Illness, and/or Chemical Dependency:

Actions & Outcomes	Lead Agency	Lead Staff	Performance Metric	Description	Action Start Date	Action Status	Target completion date
1. Target outreach to individuals in need of housing and services	DSA City	Kate Joncas Dannette Smith Rick Hooper	Reduce from 67 preexisting individuals		7/1/2013		TBD
2. Develop resources to increase coordination of services (housing, hygiene etc.) to increase self-sufficiency and life skills	DSA City	Kate Joncas Dannette Smith			7/1/2013		TBD
3. Form inter-agency committee to improve services targeted to address homeless, mentally ill and addicted persons	City	Dannette Smith Jackie Maclean			7/1/2013		