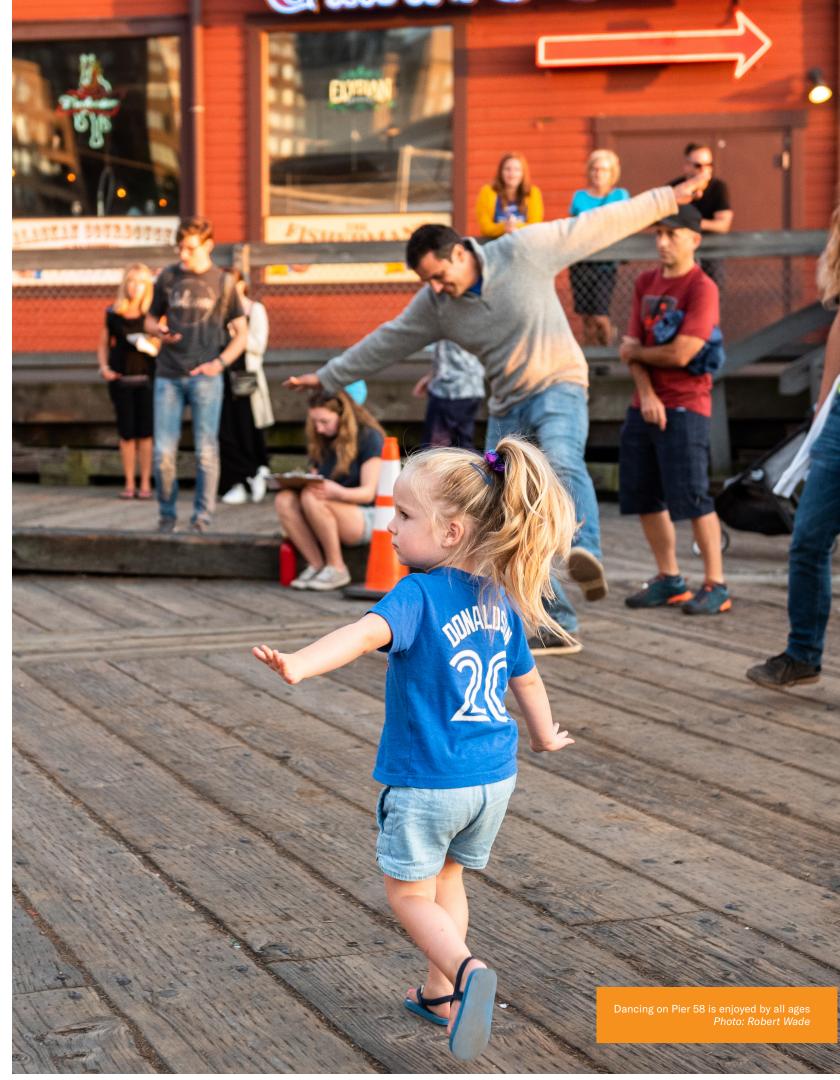
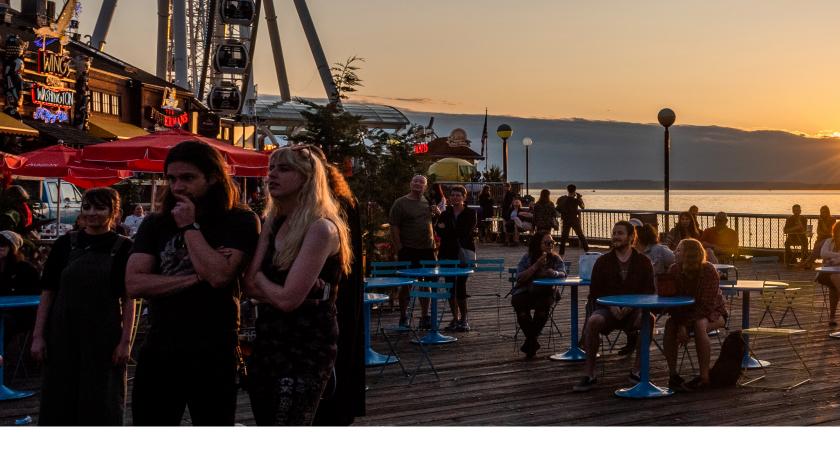


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WATERFRONT PARK

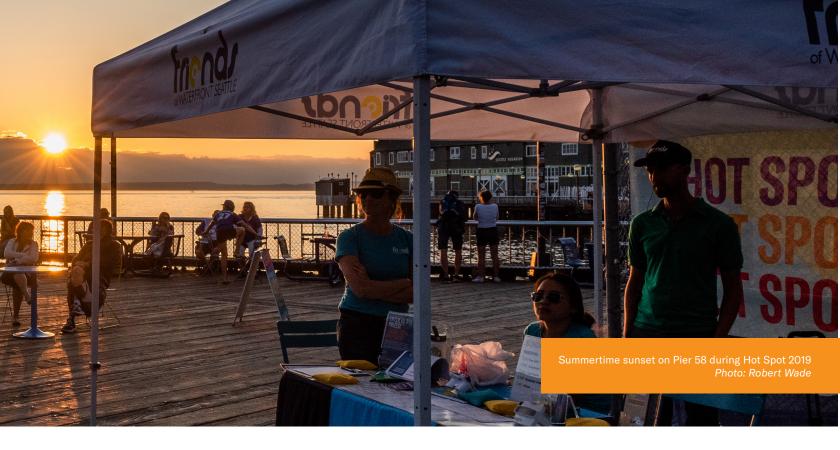
POWERED BY PARTNERSHIP

The long anticipated transformation of Seattle's central shoreline is happening now. Replacement of the Elliott Bay Seawall with new salmon-friendly infrastructure (completed in 2017) and the removal of the Alaskan Way Viaduct has created an opportunity to build Waterfront Park. Designed by James Corner Field Operations (JCFO), this project is called Waterfront Seattle.

A celebration of Seattle's working waterfront, Waterfront Seattle enables the expansion of beloved institutions like Pike Place Market and the Seattle Aquarium, while making the urban shoreline more accessible by all forms of mobility, bike, bus, light rail, ferry, water taxi, streetcar, and automobile. Dynamic programming in the park will celebrate all communities and cultures, establishing the waterfront as a place where visitors from all over the region and beyond can gather to appreciate Seattle's unique culture and spectacular natural environment. Waterfront Seattle also prioritizes the health of the shoreline ecosystem through features like colorful landscaping that filters polluted stormwater runoff and a Habitat Beach that recreates the intertidal shoreline and provides a resting place for salmon.

Friends of Waterfront Seattle (Friends) is the City of Seattle's nonprofit partner helping to build the future Waterfront Park and ensure its lasting success. Following the public-benefit partnership model, we educate the public about the park and its benefits, raise philanthropic funds to build and support operations of the park, and will partner with the City to operate, manage, and program the park long-term. Our goal is to realize the public's vision for a waterfront park where all communities can share cultural, recreational, and civic experiences in a beautiful environment.

Waterfront Seattle is a once-in-a-century opportunity in which the community's values, vision and investments align to achieve lasting economic, social, and environmental impact — now, and for the benefit of future generations.





WATERFRONT SPACE: VISIT US!

Friends operates Waterfront Space which serves as a headquarters for Friends', public showroom for Waterfront Seattle, and community event space. Visitors tour the Space for free to learn about Waterfront Seattle and participate in a variety of events hosted by Friends and community partners.

OPEN: NOON TO 5 P.M. | WEDNESDAY - SUNDAY



2020: PIER 62 OPENS

The first piece of Waterfront Park to open will be Pier 62 in early 2020. Friends will partner with the City to program it as a flexible year-round space with popular local activities that will provide cultural, educational, and recreational experiences for the public.



ACTIVATING URBAN PARKS

Friends is a partner in the Urban Parks Activation Partnership with the Downtown Seattle Association (DSA), Metropolitan Improvement District (MID), Alliance for Pioneer Square, Seattle Parks Foundation, and the Seattle Parks and Recreation Department in Occidental and Westlake Parks. In 2015, Friends launched a park pilot project — Hot Spot — to activate Pier 58 as research and development (R&D) for the future. 2019 wrapped up 5 years of successful programs through the Hot Spot pilot.



2023: WATERFRONT PARK OPENS

With more than six years of community input, tens of thousands of public comments, a bold vision from project designer James Corner Field Operations (JCFO), committed leadership and thoughtful planning, the City of Seattle (the City) is taking the once-in-a-century moment to capitalize on infrastructure projects — the replacement of the seawall and removal of the Viaduct — to create a waterfront park that will physically and psychically reconnect us to our urban shoreline and Elliott Bay.



EXECUTIVE SUMMARY

It is impossible to look back on the successes and lessons of 2019 without also reflecting on the five foundational years that came before it.

Five years ago, we set out in a spirit of experimentation, determined to find out how we could best welcome and engage people at the waterfront to carry out the community's vision. Since then, all the trend lines are up: more pilot programs, more partners, more attendees, and more data. It has prepared us for programming on Pier 62 in every season.

ONE THING IS CERTAIN: PARTNERSHIP AND COLLABORATION IS HOW WE SUCCEED.

By definition, Friends of Waterfront Seattle is a partnership organization. As the nonprofit partner to the City, we convene and engage arts, recreation, education, business, neighborhood and cultural organizations. We also work closely with public safety and social service agencies. Despite the traffic disruptions of the Viaduct demolition, we have brought an extraordinary amount of activity to the people's waterfront by working together with partners.

You'll see some of our formal partnerships listed on the next page, and throughout the report you'll see the names of many other groups. Our relationships with individuals and organizations are our most prized assets; they are key to helping us make Seattle's waterfront a Waterfront for All. Together we deliver more public benefit. (Page 8-9)



WE'RE WORKING TO MAKE IT FUN TO SPEND THE DAY AT THE WATERFRONT, IN EVERY SEASON.

The 2019 Hot Spot Summer season saw one of its highest attendances ever. Pier 58 has been active all summer for the last five years, giving Friends lots of experience and feedback to inform future programs. (Page 38)

As you'll see in this report, it is a little like planning a music festival — every week. You have to plan for weather, food, bathrooms and entertainment for thousands of visitors, and also anticipate the needs of performers, event sponsors, and vendors.

During which, we are keeping our eye on the big picture: is this the Waterfront for All that Seattle residents envision?

It's not enough to hope everyone goes home happy. We need data to help us understand what worked, what didn't, and how we can improve. We are our first critics, and we look at program success through multiple lenses. This transparency is important to our public accountability, but also to making informed, strategic decisions about park programming and operations. (Page 26)

DETAILS MATTER.

In this report, we illuminate what it takes to program the waterfront. We work every day to make the waterfront a compelling, inclusive space for all Seattleites, which is a big vision with many of details.

For example, the Pike Street Hill Climb is one of many stories about how Friends and partners jointly make the waterfront safer, more beautiful, and more accessible (Page 39). You'll get a closer look at how we worked to improve the Hill Climb, including planting, artist selection, lighting, maintenance, and graffiti response.

THERE IS A LOT TO DO AND WE ARE EXCITED ABOUT THE FUTURE.

This report provides comprehensive information about our fifth year of programming with data-driven insights guiding Friends and our partners to continue to build on success and learn from challenges. While there is no perfect formula for waterfront programming and activity, we know we will always be working to improve safety (Page 41), have great events and activities for visitors (Page 18), maintain the park (Page 38) and keep building the amenities that vendors and visitors need in all seasons (Page 19 & 54).

Programing and operating Pier 62 will be a continued experiment leading up to the opening of the full park in 2023. As we plan for year-round programming on Pier 62, we are being strategic and deliberate about how best to take on these challenges and provide a lasting impact. We also continue to engage the public and our partners in this work. Feedback from the public is instrumental in informing our program development and we are constantly discovering new ways to support our community partners. Our waterfront has the potential to bring together the entire city.

Most importantly, the last five years have taught us how to continue to be an innovative, learning, flexible, collaborative, and accountable organization. These values and skills will ensure a great experience for visitors, no matter the size of the event.



NUMBERS TO KNOW PIER 58 PROGRAMS

5 SUMMERS

127
TOTAL EVENTS

36%
INCREASE IN AVERAGE
ATTENDEE COUNT FROM
2015 TO 2019

INCREASE IN EVENTS
HOSTED WITH COMMUNITY
PARTNERS FROM
2015 TO 2019

COMMUNITY PARTNERS

WATERFRONT PARTNERS

































2019 PROGRAMMING PARTNERS























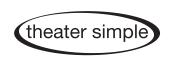


















PROGRAMMING SUPPORTERS





NORDSTROM





SITE MAP



SEATTLE'S CENTRAL WATERFRONT

Seattle's central waterfront is located on Elliott Bay in Puget Sound, north of the outlet of the Duwamish River, the Port of Seattle's Harbor Island, and Duwamish River terminals.

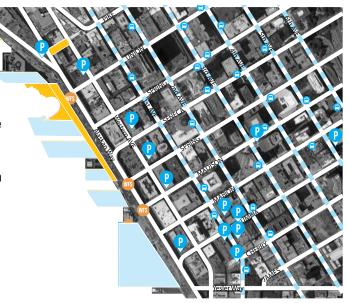
Since the 1950s the central waterfront has been separated from downtown Seattle by the Alaskan Way Viaduct, a two-story highway that towered over the shoreline. In 2019, the Viaduct was demolished and its route relocated to a tunnel under the city. Alaskan way will remain open in the Viaduct's footprint and the water side of the road will become Waterfront Park, a 20-acre public space connecting the Belltown and Pioneer Square neighborhoods. Waterfront Park will transform the central waterfront into a place for people, offering panoramic views of Elliott Bay, Bainbridge Island, West Seattle, and the Olympic Mountains.

PIER 66 PIER 62/63 **ACTIVATED SITES** Waterfront activation sites in 2019 included Pier 58, the Pike Street Hill Climb, Union Street, and the Alaskan Way promenade. **SEATTLE AQUARIUM** Included in these sites are open public spaces, north-**PIER 58** south connections along Alaskan Way and the Elliott Bay Seawall, and steep **GREAT WHEEL** east-west access from PIER 57 downtown. Key lessons from recent waterfront activation through programming, PIER 56 infrastructure, sanitation, staffing, access, and safety will inform future park PIER 55 operations.

TRANSPORTATION

The waterfront is served by public transportation from Bainbridge Island, Bremerton, Vashon Island, and West Seattle by the Washington State Department of Transportation ferries and water taxis at Colman Dock and Pier 50. Tourists arrive en masse to Pier 66 via cruise ships and many walk south toward Pier 58 upon arrival. Public transportation by bus and light rail is mostly located on 2nd and 3rd Avenues, a few steep blocks from Alaskan Way.

Since Summer 2018, a free downtown Waterfront Shuttle has offered hop on/off service along the waterfront. Shuttles run every 20 minutes, seven days per week, from 10 a.m. to 8 p.m. The shuttle also connects the waterfront with Seattle Center, Pioneer Square, and other central downtown attractions.



PARKING

Street parking and parking garages are available along Western Avenue and Alaskan Way, and are also scattered throughout the downtown corridor. Affordable and accessible parking is needed for families with children, elders, those with mobility challenges, and people who live outside of transit-served areas of our region.

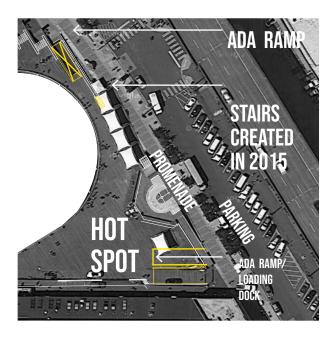
Many garages near the waterfront offer short-term parking at street-parking prices. <u>DowntownSeattleParking.com</u> is a great resource to find parking options.



ACCESS TO HOT SPOT

Pier 58 is separated from the pedestrian promenade by a large concrete wall. In 2015, Friends successfully initiated a project to cut a 20-foot opening in the wall at Pier 58 and installed stairs to promote access. In 2016, Friends, with the University of Washington's Architecture Department, installed the Hot Spot canopy, bringing architectural interest, shade, and additional visibility to the park.

In 2017, access to Hot Spot at Pier 58 increased significantly with the completion of the Elliott Bay Seawall. In 2019, Viaduct demolition and Pier 62's rebuild have brought construction fences to the waterfront. Despite these barriers to access there is regular pedestrian traffic along Alaskan Way, both from the north (Olympic Sculpture Park and Port of Seattle) and the south (Pioneer Square and Colman Dock) in addition to the east-west connections into the city.



HOT SPOT

FREE WEEKEND EVENTS ON THE WATERFRONT JULY - SEPTEMBER, 2019 PRESENTED BY







JOIN FRIENDS OF WATERFRONT SEATTLE THIS SUMMER FOR FREE, FAMILY-FRIENDLY COMMUNITY EVENTS!

Friends of Waterfront Seattle is the nonprofit partner to the City of Seattle, helping to execute, steward, and program Seattle's future Waterfront Park. Following the public-benefit partnership model, we educate the public about the park and its benefits, raise philanthropic funds to build and support operations of the park, and will partner with the City to operate, manage, and program the park long-term. Our goal is to realize the public's vision for a waterfront park where all communities can share cultural, recreational, and civic experiences in a beautiful environment.

Join us for year 5 of Hot Spot free family-friendly events and activities at Pier 58 and get a preview of our urban shoreline's future as a vibrant park for all to enjoy.

PIER 58 / 1401 ALASKAN WAY

FRIENDSOFWATERFRONTSEATTLE.ORG/EVENTS



JULY 2019 EVENTS

JULY 6

3pm to 7pm

KEXP ROCKS THE DOCK

A great lineup of bands kick off the Hot Spot season with the 4th annual KEXP Rocks the Dock concert hosted by KEXP 90.3, Seattle's independent radio station.

Featuring: Dude York, Moaning, and Dogbreth along with DJ and Emcee Abbie!

JULY 7

10:30am to 11:30am

WE MOVE TO GIVE ZUMBA

3pm to 7pm

VERANO EN SEATTLE

Start your summer with an afternoon of Latin music in the sun. Headliner Banda Vagos features outstanding musicians of Mexican and American descent, showing that music truly has no boundaries.

Featuring: Banda Vagos, Mariachi Fiesta Mexicana, Correo Aereo

JULY 13

3pm to 8pm

206 ZULU BEAT MASTERS

The 8th Annual Beat Masters pays tribute to the production aspect of Hip Hop music. Sixteen top Northwest producers will play their beats in a head-to-head tournament style competition until the winner is revealed, receiving a \$1,000 prize and the Beat Masters Champion title.

JULY 14

10:30am to 11:30am

WE MOVE TO GIVE ZUMBA

JULY 20

1:30pm to 7:30pm

TUNES AT THE SOCCER OCTAGON

Start your summer with fun in the sun. Play soccer at the Seattle Sounders RAVE Foundation Soccer Octagon and enjoy tunes by local bands. Featuring: Judd Wasserman, Mikey Mike the Rad Scientist, Brian Vogan, and Octomalian

JULY 21

10:30am to 11:30am

WE MOVE TO GIVE ZUMBA

1pm to 2pm

THE ODYSSEY: AN EXPLORATION OF MYTH, MAGIC, AND MONSTERS

Fun for all and created for grades K-6, *The Odyssey: an Exploration of Myth, Magic, and Monsters*, presented by Book-it Theater is inspired by Homer's epic poem and celebrates Greek tradition, the importance of teamwork and problem solving, and the power of ingenuity and perseverance. *Featuring: Cathy Fazio, Mark Fox, Jordi Montes and Justine Rose Stillwell*





JULY 27

1pm to 7pm

K-POP NOW BY K MADANG

K-Pop started in South Korea and is taking over the world, with local K-Pop talent bringing a contest filled with pop music and dance to Seattle's waterfront. Traditional and contemporary Korean culture will be celebrated throughout the day with performances and more!

JULY 28

10:30am to 11:30am

WE MOVE TO GIVE ZUMBA

1pm to 2pm

THE ODYSSEY: AN EXPLORATION OF MYTH, MAGIC, AND MONSTERS

AUGUST 2019 EVENTS

AUG 3

1pm to 7pm

HIGHWAY 99 BLUES

Enjoy blues beats curated by the long time owner of Highway 99 Blues Club, Steve Sarkowsky. Featuring: Gator Boy w/ Ed Maloney, Brett Benton & Tevis Hodge Jr Mark Pickerel, and Left Hand Smoke

AUG 4

10:30am to 11:30am

WE MOVE TO GIVE ZUMBA

1pm to 2pm

THE ODYSSEY: AN EXPLORATION OF MYTH, MAGIC, AND MONSTERS

3pm to 7pm

BLUES BY HIGHWAY 99 BLUES CLUB

Featuring: Big Road Blues and Rose City Kings

AUG 10

5pm & 7pm

IN OUR WAKE: A SITE-SPECIFIC DANCE

Kinesis Project Dance Theatre, led by choreographer Melissa Riker, creates a magical world along Seattle's historic Pier 58. Experience a dance about time, memory, perspective, and connection.

AUG 11

10:30am to 11:30am

WE MOVE TO GIVE ZUMBA

1pm to 2pm

THE ODYSSEY: AN EXPLORATION OF MYTH, MAGIC, AND MONSTERS

5pm & 7pm

IN OUR WAKE: A SITE-SPECIFIC DANCE

AUG 17 12pm to 10pm

VERA ON YOUR BLOCK

This event is part of The Vera Project's new equity-driven program series *VERA on Your Block*, which intertwines youth-led direct outreach and activist work with educational workshops and community-curated shows. Join Friends and VERA for an action packed day of youth-led live music, DJs, DIY activities, and fun.

Featuring: Guantanamo Baywatch, MONSTERWATCH, SSDD, and honeypot

AUG 18

10:30am to 11:30am

WE MOVE TO GIVE ZUMBA

1pm to 1:45pm

RED EAGLE SOARING

Red Eagle Soaring Native Youth Theatre (RES) will bring their summer theater workshop to the waterfront. RES exists to empower American Indian and Alaska Native youth to express themselves with confidence and clarity through traditional and contemporary performing arts.

2pm to 5 pm

yahaw ARTISTS

Yehaẃ is an Indigenous-led, yearlong project that includes satellite installations, performances, workshops and training, artists-in-residence, art markets, a publication, and partner events at more than twenty-five sites across Coast Salish territories and beyond.

AUG 24

pm to 8pm

BIG FLIP

From the originator of Mercer X Summit Block Party, Big Flip is a free all-ages music festival on the Seattle waterfront. The mission of Big Flip is to give a voice to local artists and feed our city's rich tradition of music community.

Featuring: Hibou, Spirit Award, Sleeping Lessons, MONSTERWATCH, Sloucher, jo passed, and Beverly Crusher

AUG 25

10:30am to 11:30am

WE MOVE TO GIVE ZUMBA

3pm to 8pm

BIG FLIP

WE MOVE TO GIVE ZUMBA WITH SEA MAR COMMUNITY HEALTH CENTERS

Join the "We Move To Give" Team Sea Mar Volunteers for a full hour Zumba Fitness class on the waterfront Sundays July 7 -August 25th. Everybody and Every Body! Each Zumba class is designed to bring people together to sweat it on.

A total workout, combining elements of fitness cardio, muscle conditioning, balance and flexibility. Once the Latin and World rhythms take over, you'll see why Zumba fitness classes are often called exercise in disguise.

AUGUST & SEPTEMBER 2019 EVENTS

AUG 31 & SEPT 1

10:30am - noon

DANCE CHURCH

Dance Church[™] is an all-abilities movement class that offers a fun and inclusive approach to dancing. Designed for people of all shapes and sizes, backgrounds and identities, Dance Church is a communal space for people who want to move their bodies.

1:30pm to 7pm

AMERICANA MUSIC FESTIVAL

Celebrate Labor Day weekend on the waterfront with Americana music, incorporating elements of country, folk, bluegrass, and blues in new songs and sounds. Curated by Tobias the Owl.

AUG 31 Featuring: Lowest Pair, Ben and Joe Band, Devin Sinha, and Sandi Fernandez

SEPT 1 Featuring: Heels to the Hardwood, The Local Strangers, Tobias the Owl, and March to May

SEATTLE SOUNDERS RAVE FOUNDATION SOCCER OCTAGON

Throughout the summer, The RAVE Foundation, the official charitable arm of Sounders FC, brings their Soccer Octagon to Hot Spot. The Soccer Octagon is perfect for fun and fast games of small sided soccer with friends, family and drop-in Sounders FC players. Friends is working with the RAVE Foundation to plan a soccer pitch for Pier 62, opening next year.



FOR UP TO DATE EVENT INFORMATION AND OTHER FRIENDS EVENTS, VISIT OUR WEBSITE: FRIENDSOFWATERFRONTSEATTLE.ORG/EVENTS

WE OUR SUPPORTERS

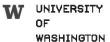
HOT SPOT IS MADE POSSIBLE BY SUPPORT FROM THE FOLLOWING FUNDERS AND PARTNERS:











COLLEGE OF BUILT ENVIRONMENTS DEPARTMENT OF ARCHITECTURE







WATERFRONT ACTIVATION

AMENITIES

HOT SPOT PAVILION

Friends partnered with the University of Washington's Department of Architecture to lead a studio project to design a canopy installation for Pier 58. Installed in 2015 (stage canopy) and 2016 (pavilion canopy), the Hot Spot canopies provide shelter from light rain and sun and bring an iconic element to the park. The stage and canopy can be removed in a day if needed, and are stored during winter months to reduce wear and for safety in high winter winds.



After four years on the waterfront, the canopies have stretched from collecting water and snow, and need replacement. Friends is working with the designers of the pavilion, Studio DAMA, to ensure Pier 62 shade and rain protection are designed with all-seasons durability in mind.



GAMES & SPORTS

The Seattle Sounders RAVE Foundation Soccer Octagon has been a hit at the park, allowing people of all ages to play pick-up soccer games. The Soccer Octagon is also a pilot for a small soccer pitch that will be designed for Pier 62 in partnership with RAVE. Cornhole is another year-round game for all ages; Friends' custom cornhole sets are a simple way to bring activity to any part of the park and are always popular.

MOVEABLE FURNITURE

Moveable furniture allows for a mix of solo and social activity, concert seating, and a place for park visitors to rest.



HOT SPOT STAGE

The Hot Spot stage — designed and built by University of Washington graduate architecture students — is modular, allowing it to be moved into storage easily and provide options for performers who want to use the stage in various configurations, such as showcasing solo performances.



SIDEWALK CAFE

In 2015, Friends partnered with Fisherman's Restaurant to provide food and beverage (F&B) amenities for concert goers during Hot Spot events. As the first permitted sidewalk cafe in a Seattle park, the partnership created more reasons for people to stay longer at Pier 58 by offering refreshments during our live music events.



User feedback indicated the desire for more outdoor cafes and F&B options. The cafe is family friendly and open to all without purchase. In 2019, the sidewalk cafe continued to create a more enjoyable atmosphere for Hot Spot attendees and generate business for Pier 57.



WATERFRONT ACTIVATION

PROGRAMMING FINDINGS

For the past five years, Friends has been working toward the public's vision for a vibrant waterfront by hosting events and activities on Pier 58 with the Hot Spot pilot program. We have learned a lot, and will continue to collect public input and feedback on what people want for Seattle's waterfront programs. During this time, we have learned:

CULTURAL, EDUCATIONAL, AND RECREATIONAL PROGRAMMING

Since 2015, Friends has collaborated with community groups across Seattle to present free and open-to-all public programming at the waterfront through the Hot Spot pilot program. This community partner model brings established arts and community groups to the waterfront, introducing visitors to the various cultures Seattle has to offer while encouraging locals to visit and embrace the city's downtown waterfront. Through building relationships with community partners, we found:

- Community partners, performers, and artists bring their established audiences to the waterfront, growing diversity and vibrancy on the waterfront
- Featuring a mix of emerging and established artists creates opportunities for up-and-coming performers
- Wall-to-wall programming creates a vibrant atmosphere that engages people, and keeps the park safe and lively
- Youth involvement increases participation by all ages and allows many groups to develop a sense of pride in their community while sharing and celebrating budding talent

DIVERSITY, EQUITY, AND INCLUSION

Friends is working on a diversity, equity, and inclusion plan for programming the waterfront. Years of pilot programming and data collection will help inform goals and metrics to achieve more race and social equity in the waterfront programs schedule. Stay tuned for more information on this work in 2020.



PROGRAMMING FOR ALL SEASONS

Seasonal programming keeps the waterfront active year round. Friends has learned that people will visit the waterfront for fun events in below-freezing temperatures, light rain, and strong sun. The right infrastructure and activities for the weather are key to a successful, all-seasons park. In the summer, this means outdoor concerts and recreation with protection from the sun, while in the winter, people can enjoy activities such as ice skating and hot chocolate with heat lamps and rain cover.



AMENITIES TO SUPPORT PROGRAMMING

A vibrant, well-used park must provide amenities to visitors that will encourage them to spend time at the park, be comfortable, and have activities to do all day. For this reason, we have seen success in providing:

- Movable furniture
- · Comfortable seating
- · Clean portable restrooms staffed and checked every hour
- · A sidewalk cafe, where people can sit to enjoy food and drink outdoors
- · Educational and informational signage

For five years, Friends has collected feedback from the public on what they would like to see at Waterfront Park. Some of the most-requested amenities have been:

- · Places to buy and enjoy coffee
- Food trucks
- · Restaurants with outdoor seating
- Food options for all diets
- Plenty of receptacles for all types of waste (compost, recycling, and garbage)
- Drinking fountains for both humans and pets







WATERFRONT ACTIVATION

CULTURE

Since 2015, Friends has partnered with arts and community groups across the city to bring cultural programming to the waterfront that is authentic to Seattle. The Viaduct closed to traffic February 2019, significantly reducing the amount of noise in the area.

With the rumble of the Viaduct gone, Friends was able to expand the types of cultural programs on the waterfront this year to include productions with Bookit Repertory Theater and Native youth theater group Red Eagle Soaring, as well as performances curated by Native artist collective Yəhaŵ. Along with this program expansion, Friends continued live music curated by local musicians and arts organizations, hip hop and K-Pop dance competitions, site-specific dance performances, artistic demonstrations, and more.

By working with a range of new and established partners for Hot Spot, Friends was able to carry out the public's vision to showcase the diverse cultural landscape of Seattle, bring locals to the waterfront, and build equitable and inclusive relationships that will carry into the future park.

By establishing the waterfront as a destination for cultural programming now, Friends is working to ensure its vibrancy into the future. In 2019, Friends will begin a comprehensive community input process for park programming, focusing on outreach to diverse community members and community groups. This will be intended to create spaces in which community members from all cultures can openly share ideas for events and activities that will draw people from every part of Seattle to the waterfront.



WATERFRONT ACTIVATION

EDUCATION

Seattle's waterfront makes for a beautiful outdoor classroom. With access to Elliott Bay, Puget Sound, and Seattle's bustling downtown, the waterfront provides unique learning opportunities. Through lectures, installations, walking and kayak tours, and other interactive experiences, lifelong learners are exposed to topics including: ecology, environmental design, architecture, history, sustainability, and urban resilience.

In 2019, Friends brought educational programs to the waterfront with the help of Book-it Repertory Theater, who presented a kid-friendly production of The Odyssey, and Yəhaw, who facilitated Nativeled workshops and installations at Hot Spot.

The Source speaker series in Waterfront Space is another way Friends harnesses the educational opportunity of the future waterfront. Since 2015, The Source attendees have heard from a range of artists, scientists, and historians about the past, present, and future of the waterfront during free, educational talks.

Friends is enhancing and growing existing educational programming on the waterfront to inform how we will help to transform the waterfront into a hub for education in the future. The goal — accomplished through strong partnerships and a focus on creative curriculum and place-based learning — is to establish the waterfront as a world-renowned classroom that encourages critical thinking, empathy, and lifelong stewardship.











WATERFRONT ACTIVATION

RECREATION

Seattle's central waterfront is already a destination for recreation. Despite construction, people are running, walking, biking, and fishing on the waterfront all year long. Friends has been working with local groups to expand recreational opportunities on the waterfront to include soccer, kayaking, acrobatics, movement classes and more as a part of programming. These pilots, in partnership with recreational companies, nonprofits, and community groups like the Sounders FC RAVE Foundation and REI, provide valuable information about what it takes to program an active waterfront throughout the year.

In 2019, Friends partnered with Sea Mar Community Health Centers to bring free Zumba classes to Pier 58 throughout the summer on Sunday mornings. These classes have been a hit and formed a new partnership between Friends and Sea Mar, a community-based organization committed to providing quality, comprehensive health, human housing, educational, and cultural services to diverse groups specializing in service to the Latinx community.

Recreational partnerships that Friends is establishing now will carry into 2020 as we get ready to bring more active programming to the future Pier 62.





DATA IN THE PARK

OVERVIEW

Understanding how park visitors use public space is of growing importance as Friends strives to improve infrastructure and programming to better suit visitors' needs. People-centered data collection and analysis allow Friends to get a sense of who is using the park, and how welcoming and inclusive it is, both important elements in building a "Waterfront for All."

In preparation for Pier 62, Friends collects data in three main categories: (1) counts, (2) observations, and (3) surveys. Friends used the following research questions to guide data collection:

- 1) How does programming affect park use?
- 2) Who is using the park and how are they using it?
- 3) What are the perceptions of the park?



COUNTS

DSA Park Ambassadors collect hourly park visitor head counts throughout the summer and Friends team members collect hourly visitor head counts at Hot Spot events. Together, these counts offer a holistic view of how programming affects park use. See the Appendix for a detailed breakdown of this year's results.



OBSERVATIONS

Observational data is collected by Friends team members who systematically record information on park use, visitor demographics, and other patterns. The observational data collection uses the Gehl Institute's Public Life methodology and the Public Life Data Protocol as a specific set of metrics important to the understanding of public life.



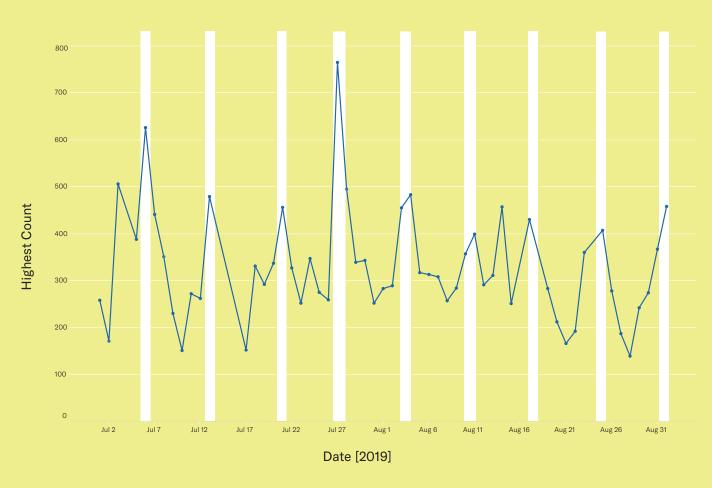
SURVEYS

To collect self-reported data, Friends encourages visitors to complete surveys, which are distributed on paper during Hot Spot events and digitally via email and Facebook. Survey data includes more detailed demographic information as well as details on park use and public vision for the future waterfront.

PARK VISITOR COUNTS

COUNT RESULTS

PARK DAILY COUNTS



= day with Hot Spot programming

KEY FINDING

Days with Hot Spot programming are associated with higher park user counts.

PUBLIC LIFE DATA

OVERVIEW

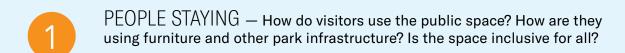
Since 2017, Friends has collected data on the park user experience at Hot Spot via qualitative surveys. In 2019, Friends adopted the Gehl Institute's Public Life Data Protocol to improve upon our existing data collection methodology.

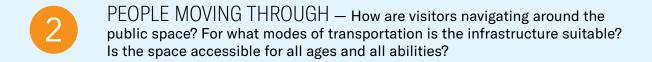
The Public Life Data Protocol (PLDP) was designed by the Gehl Institute in partnership with the Municipality of Copenhagen and the City of San Francisco, with support and input from Seattle's Department of Transportation (SDOT).

The protocol is based on decades of research and public life studies to ensure that observational data collected in public space is thorough, accurate, and comparable. Friends is using PLDP in order to: (1) look at how public space is used on the waterfront, and (2) compare our findings with the hundreds of cities around the world that are also using PLDP including Seattle, where SDOT performed a city-wide PLDP study in 2018.

GEHL INSTITUTE'S PUBLIC LIFE DATA PROTOCOL

The Public Life Data Protocol (PLDP) is an observation data collection method designed by the Gehl Institute in partnership with the Municipality of Copenhagen and the City of San Francisco, with support and input from Seattle's Department of Transportation (SDOT). The observational data collection process is comprised of two main parts:





To learn more about the PLDP visit: https://gehlinstitute.org/tool/public-life-data-protocol/





PUBLIC LIFE DATA

OBSERVATIONAL ZONES

Using the PLDP, Friends mapped out two observation areas to track trends in visitor demographics and park use throughout the summer. Friends collected data three times a week: twice weekly during Hot Spot events and once weekly on days without programming. To compare how visitor use changes in different areas of the park, we collected data in two different regions: (1) the Stage Area, and (2) the Sitting Area.





STAGE AREA
Large, open space with furniture
and Hot Spot programming



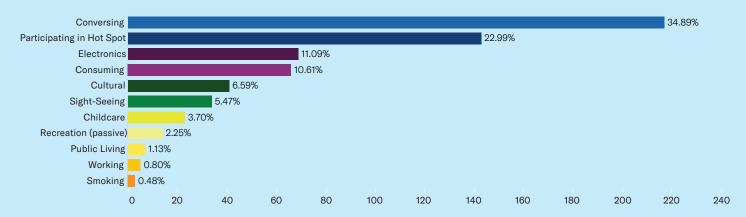
SITTING AREA Covered, more intimate area with furniture and view of the Sound

PUBLIC LIFE DATA

OBSERVATION RESULTS

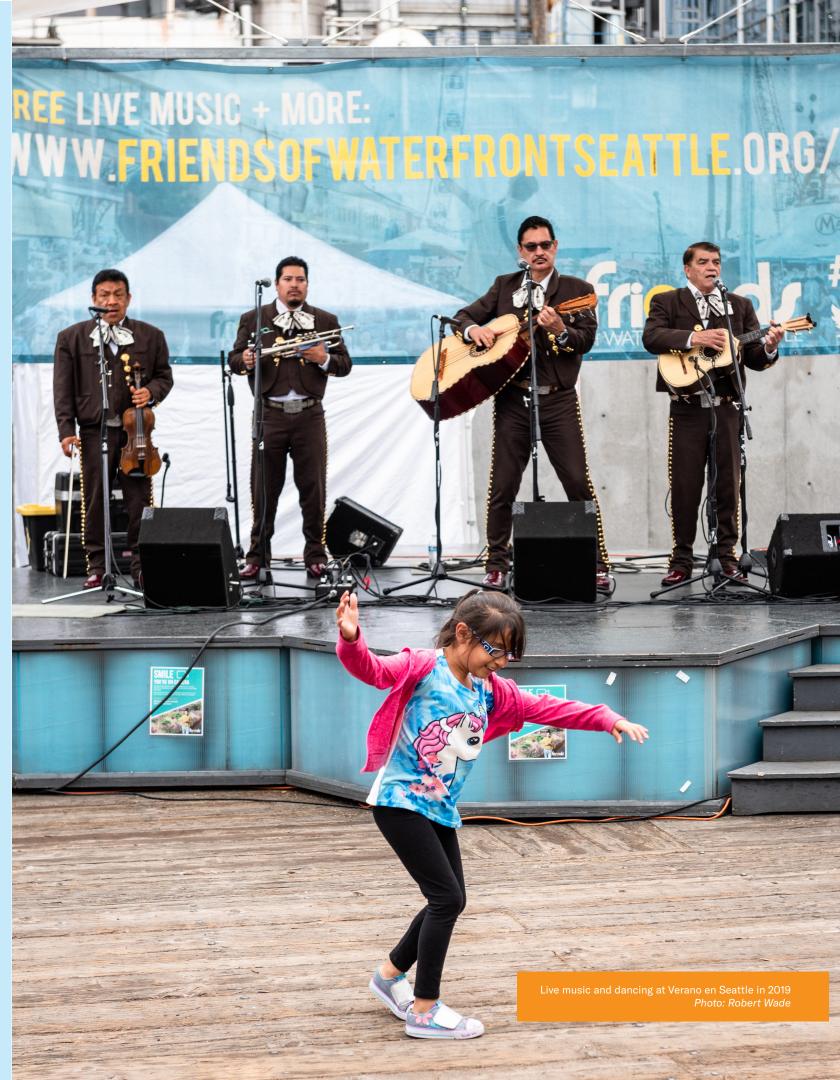


ACTIVITIES



To learn more about the PLDP and the details of the observation categories, visit: https://gehlinstitute.org/tool/public-life-data-protocol/

* As with all observational methods, information collected on gender, age, and ethnicity is less reliable than information collected through self-reported surveys. In the future, we will supplement our observational research with intercept surveys to improve accuracy. Friends is partnering with an established consultancy firm to design more robust data collection methodologies and to introduce supplemental data streams.



SELF REPORTED

SURVEY RESULTS

This year, Friends collected more than **130** surveys, of which roughly 75% were collected in the park, and the remaining through email and social media posts. From these surveys we found the following trends:

1

Most park users who completed surveys are locals from Seattle or the greater Washington area.

OF VISITORS SURVEYED RESIDE IN WASHINGTON STATE

OF VISITORS SURVEYED RESIDE IN KING COUNTY

OF VISITORS SURVEYED RESIDE IN SEATTLE

Visitors who completed surveys ranked Pier 58 well across categories such as Accessibility, Safety, and Future Excitement.

Surveyed Gave Their experience A Generally Positive Review

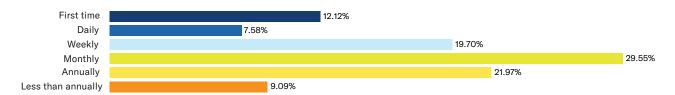
Events and activities keep people at the waterfront longer.

OF THOSE SURVEYED SPENT MORE THAN 2 HOURS ON THE WATERFRONT

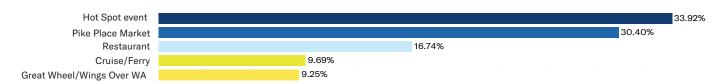
SELF REPORTED

SURVEY RESULTS

VISITING FREQUENCY



ACTIVITIES



TIME SPENT



OVERALL RATING



FUTURE PARK EXCITEMENT RATING



MARKETING & MEDIA

9,156 **FOLLOWERS** Gained 627 in 2019 up 13.6 %

IMPRESSIONS

1,390,361 **779.4% SINCE 2018**

ENGAGEMENTS

72,563

POSTS

126



1,333 Engagements | 8,248 Reach | 832 Clicks

IMPRESSIONS

93,938

₹ 32.7% SINCE 2018

LIKES

5,193

POSTS

143





Liked by dansereaumance and 120 others

127 Engagements | 709 Reach



up 32.9%

5

1,822

FOLLOWERS

Gained 451 in 2019













MARKETING FOCUS

Friends' marketing and communications goal is to reach Seattleites from all backgrounds in every community to share the vision for the future Waterfront Park, and to invite and welcome them to the waterfront now to enjoy free and family-friendly cultural, educational, and recreational events.

TACTICS / DIGITAL METRICS

Friends chose a diverse mix of marketing spaces for Hot Spot 2019 outreach including print, signage, radio, online, eBlasts, and social media to maximize efficiency and reach to Seattle residents and visitors. Friends' digital marketing included ads in The Facts NW, International Examiner, NW Asian Weekly, Northwest Vietnamese News, Seattle Chinese Times, The Seattle Times, Crosscut, The Evergrey, The Stranger, and Facebook and print marketing in Seattle Gay News, The Stranger, The Seattle Times, and Daily Journal of Commerce, Friends also had received earned media coverage in The Seattle Times, Daily Journal of Commerce, Seattle Magazine, Puget Sound Business Journal, and The Evergrey.

Northwest Polite Society distributed event posters in July and August to businesses in neighborhoods including Ballard, Beacon Hill, Belltown, Central District, Columbia City, Capitol Hill, Fremont, Greenwood, International District, Queen Anne, South Lake Union, University District, and Wallingford. Friends also used directional a-boards to guide people in the area to Pier 58's Waterfront Park for Hot Spot event.

During every Hot Spot event, Friends provided marketing materials, such as maps, the Hot Spot season schedule and line up, postcards advertising Friends' AR app, and a brochure detailing the future waterfront's environmental sustainability features and public art program. Friends staff also collected names and email addresses, and asked questions garnering excitement for the future park.

Friends purchased KEXP 90.3 on-air underwriting spots and live stream pre-roll with geotargeted Seattle market impressions on the KEXP app as well as in-kind kexp.org website advertisements for the Hot Spot series.

Friends promoted all waterfront events on its website, <u>friendsofwaterfrontseattle.org</u>, which collectively received 1,070 RSVPs for events. (RSVP not required)

During the Hot Spot Season, Friends distributed weekly eBlasts to 4,300+ supporters with event information and links, driving traffic to the Friends website. With an 25% open rate average, the Friends of Waterfront Seattle supporter list grew organically by more than 9% in 2019. Friends promoted and boosted events each week on social media channels, primarily on Facebook to increase engagement, followers, and impressions, providing the results on page 34.

WATERFRONT SPACE

COMMUNITY EVENTS & PROJECT INFORMATION

Designed as a place where people can learn about the Waterfront Project through engaging displays and interactive exhibits, Waterfront Space has been Friends' headquarters, a public showroom, and event space for five years. Given seasonal fluctuations, Friends welcomes 300 to 500 visitors monthly curious about the future waterfront. We also host gatherings and community events.

In 2019, Friends' popular educational series, The Source, featured presenters focusing on art, ecology, and history.

MARCH 2019

Just before the Viaduct removal, Friends and HistoryLink hosted a panel led by HistoryLink's Assistant Director, Jennifer Ott, to explore the topic of Seattle freeways and how they both connect and disconnect us from the city and each other.

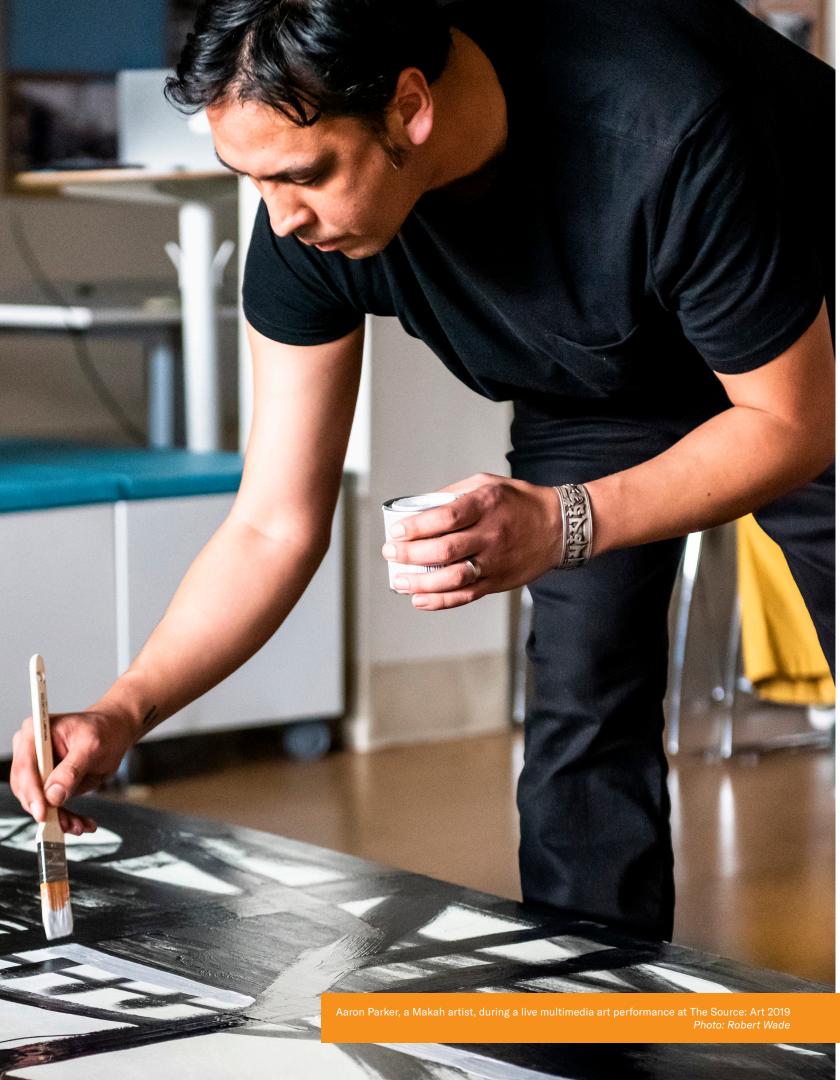
APRIL 2019

Friends collaborated with Yəhaẃ, an open call exhibition of Indigenous artists, to curate an event that celebrated the depth and diversity of contemporary Indigenous art made in the Pacific Northwest.

MAY 2019

To wrap up the series, the University of Washington seawall research scientists presented their initial findings from the first of a 10-year monitoring of Seattle's new salmon-friendly Elliott Bay seawall.





MAINTAINING A SAFE & BEAUTIFUL PARK

Friends has a constant presence on the waterfront. Our team works with Downtown Seattle Association (DSA), Law Enforcement Assisted Diversion (LEAD), Metropolitan Improvement District (MID), Seattle Department of Transportation (SDOT), Seattle Parks Department, and the Seattle Police Department (SPD) to ensure the thorough care of Waterfront Park, the Pike Street Hill Climb, and Union Street stairs. By making consistent efforts to keep the waterfront clean and well maintained, Friends works year-round to create a sense of order, care, and comfort on Seattle's waterfront.

PIER 58

Friends provides amenities like movable furniture and temporary restrooms as well as regular maintenance of these features to keep the waterfront functional and pleasant all summer long.

When cleaned, organized, and monitored, simple movable tables and chairs throughout the park encourage people to spend more time relaxing, eating, and enjoying the views of Elliott Bay.

Restrooms have also been key in making the waterfront an inviting public space, and five years in the park has taught Friends that monitored bathrooms can work well in a public space.

Friends works with the DSA to staff Waterfront Park 10 a.m. to 8 p.m. throughout the summer. DSA's park ambassadors provide a presence and service at Pier 58 that is integral to the safety and cleanliness of the space.



PIKE STREET HILL CLIMB & UNION STREET

The Pike Street Hill Climb is a critical east-west connection between Pike Place Market and the waterfront. Friends worked with landscape architecture firms Land Morphology and James Corner Field Operations to install seasonal plantings along the Hill Climb. Next to the plantings, Friends collaborated with Space.City, Urban Artworks, DSA, and artist Carolina Silva to paint a mural, *Room For Change*, on a chronically graffitied wall at the top of the Hill Climb in 2016. In 2019, Friends worked with Silva and a graffiti removal team to paint over graffiti and apply a sealant to the art to protect it from future unwanted additions.

Union Street steps are the last leg in a series of stairways that take people to the waterfront from downtown Seattle. In the past, the Union Street steps have been plagued with graffiti and trash that can make them feel unsafe. To upgrade the experience of getting to the waterfront on Union Street, Friends removed graffiti from walls and signs in the area, and worked with the Office of the Waterfront and Building Bridges Arts Collaborative to install a temporary mural by Katherine Chilcote titled Trades of the Duwamish along the Union Street Steps in 2017. The colorful mural brings art and history to an otherwise gray stairwell and acts as a maintenance tool by filling an often abused public space with beauty. Since the mural installation in November of 2017, the steps have seen a significant decrease in graffiti and tagging; and when graffiti appeared, the Friends team promptly removed it.

The future waterfront will expand on the *Trades of the Duwamish* and *Room for Change* murals to fill the waterfront experience with beautiful and thought-provoking art. *Trades of the Duwamish* was installed in panels so that it can be moved to another part of the future park; a permanent art installation by Norie Sato will take its place on the rebuilt Union Street east-west connection. Additional temporary murals, sculptures, and installations will be added to the waterfront for the public to enjoy.



PARK STAFFING

Staffing for activation sites was provided by the Friends team, with DSA park ambassadors providing a daily presence on Pier 58. By contributing resources such as funding, event support, and access to amenities, Friends makes it easier for community groups to bring programming to the waterfront.

Activation is focused on bringing local organizations and artists working within the realms of culture, recreation, and education to the waterfront and developing partnerships today that will be a part of future park programs. By ensuring wide coverage and a leveraging of resources, Friends can continue to build these partnerships that allow for successful future park programs.





PUBLIC SAFETY & SOCIAL SERVICE OUTREACH

Innovative security programs on the waterfront have changed the landscape of how the community engages in safety and produced positive outcomes. Friends has employed a three-pronged approach to keeping the park welcoming and lively:

- Attract people to the space by bringing an abundance of programming and events
- · For those in need of help, meet them where they are
- · Engage law enforcement as appropriate

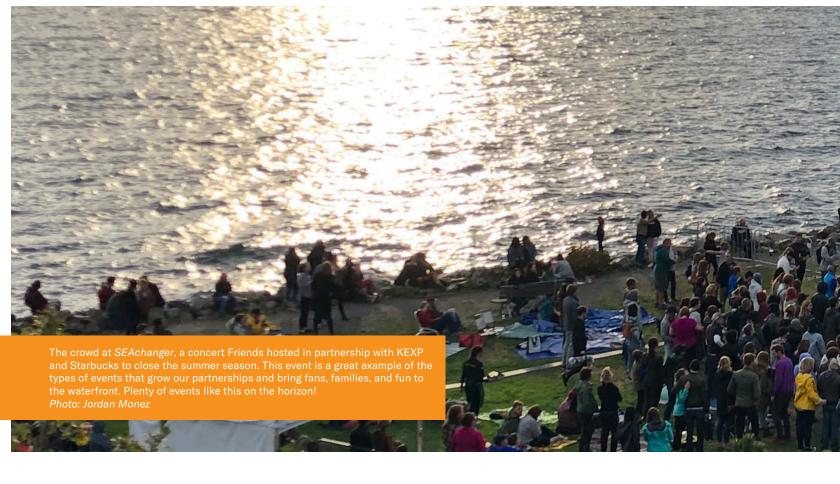
In order to uphold the second element of the approach, Friends works with Law Enforcement Assisted Diversion (LEAD). This initiative consists of a unique coalition of law enforcement agencies, public officials, and community groups working together to improve community health and safety by allowing officers to redirect low-level offenders to community-based services instead of jail and prosecution.

By continuing this trend, Friends and our partners will ensure a future waterfront park that is safe, clean, and welcoming to all. Overall, public safety on the waterfront improved again in 2019. See Appendix for more in-depth enforcement data.

SAFETY OUTCOMES

- Further engagement with LEAD and an increase to year-round work will honor all people who come to the waterfront and maintain strong public activation.
- Implementation of LEAD engagement has resulted in a 30 percent decrease in arrests and citations and a 40 percent increase in attendance at events since 2016.
- Daily and overnight security in the future will help to keep the waterfront a safe, clean, and lively destination that is welcoming to all.





LOOKING FORWARD

PIER 62 IN 2020

Removal of the Viaduct has served as a visual cue to the public, letting locals know that the time for change is here and a newly-envisioned Waterfront Park is coming. Pier 62 construction is wrapping up and we are gearing up to bring the public's vision to life.

Five years of research and development at Pier 58 have taught us a lot in the way of public space and programming. We have established valuable partnerships with community organizations, property owners, and other stakeholders that will lead to the success of the future park. Pier 62, the first component of the future waterfront, will be an opportunity for continued experimentation to get ready for the full park opening in 2023. We will continue to grow our partnerships as we bring vibrancy, inclusivity, and sustainability to the newly opened pier.

Community input is central to Friends' programming plan for Pier 62. Friends and the City have prioritized the public's vision for the waterfront since this project's inception. With the opening of Pier 62 on the horizon, Friends is ramping up our community outreach to ensure Waterfront Park is a space the reflects the needs and wants of the public as it changes through time. Looking forward, Friends will cast wide nets to get input and feedback on what people want to see, eat, and do on the waterfront and reflect our findings in our programming plan.



DATA COLLECTION

Each year, Friends' data collection program is expanding. The opening of Pier 62 brings an opportunity for deepened investment into data collection. This fall, Friends began work with an established research firm, Urban Design 4 Health (UD4H), to implement a broader, scientific data collection methodology with new data streams, such as intercept surveys. Together we are collecting baseline data now to understand how programs impact visitation, public use, and perception of safety. We are excited to continue this partnership and develop instruments and methodology to inform Friends' adaptive management of Pier 62 and beyond.

STAY TUNED

Some things to look forward to as the opening of Pier 62 approaches:

EXPANSION OF COMMUNITY INPUT ON PARK PROGRAMS

- Engaging community representatives to guide park programming
- City wide surveys
- · Community input sessions

CONTINUOUS GROWTH OF COMMUNITY PARTNERSHIPS

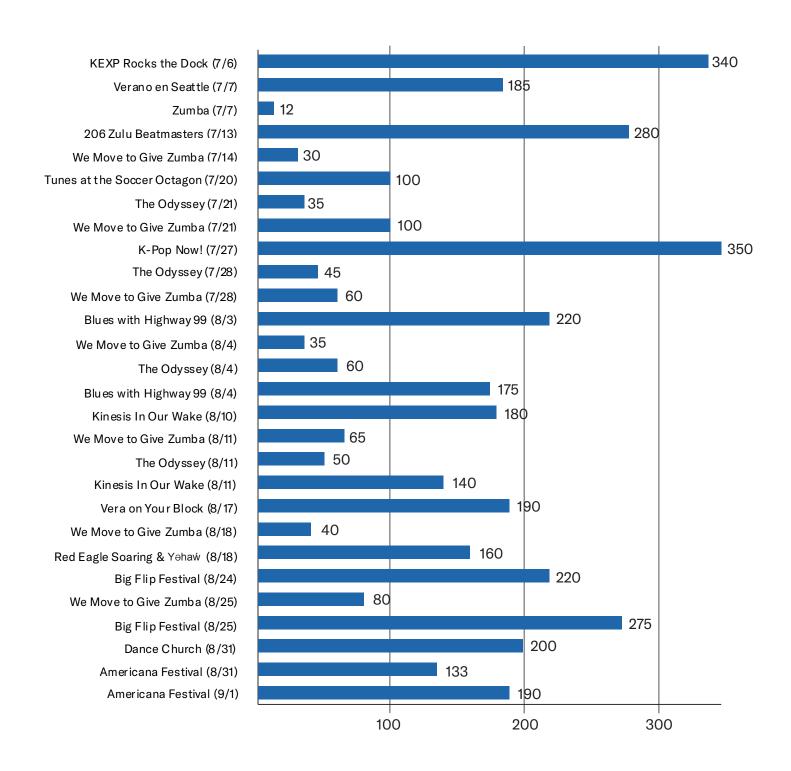
- Food and beverage partnerships for future park programming with local nonprofits, chefs, and community centers
- Expansion of Seattle Sounders RAVE Foundation and other recreational partnerships

TO LEARN MORE, VISIT FRIENDSOFWATERFRONTSEATTLE.ORG

APPENDIX

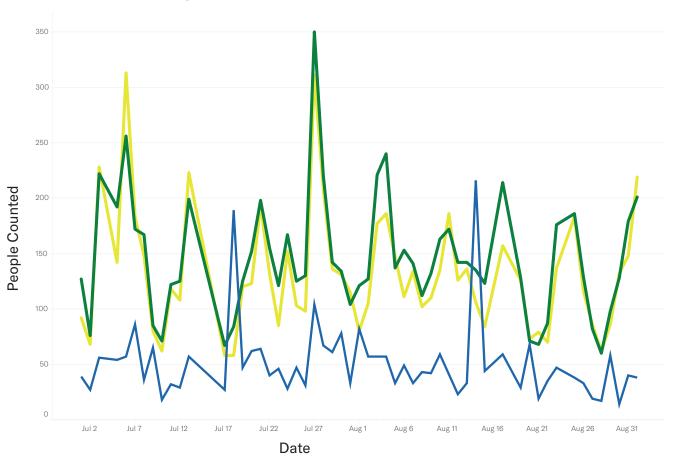


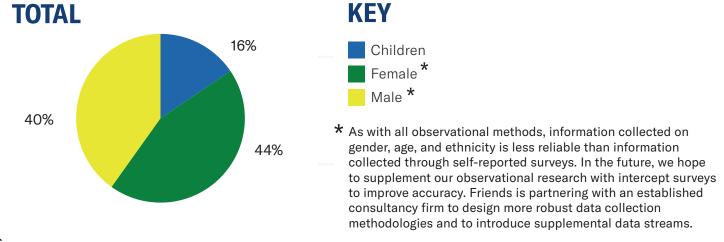
HOT SPOT EVENT VISITOR COUNTS



WATERFRONT PARK AMBASSADOR HIGHEST HOURLY COUNTS

DAILY BREAKDOWN

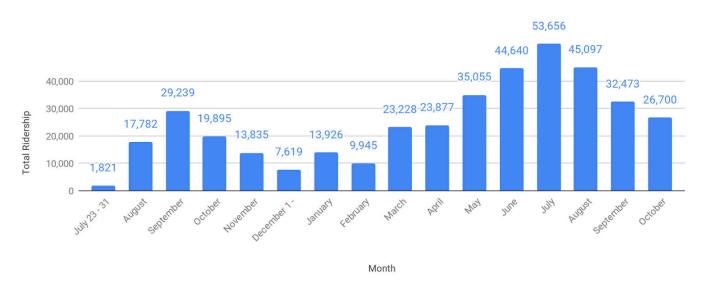




SEATTLE POLICE DEPARTMENT EMPHASIS BIKE PATROLS ON THE WATERFRONT

DATE	MONITORED HOURS	ARRESTS	CITATIONS	VERBAL WARNINGS	PARKS TRESSPASS WARNINGS	BUSINESS CHECKS	911 REPORTS
5/18 - 5/26	34	0	4	15	2	22	4
5/31 - 6/2	25	0	2	7	0	12	1
6/7 - 6/8	25	0	4	3	1	10	1
6/15 - 6/23	50	0	4	6	2	15	3
6/23 - 7/20	76	2	7	23	6	40	6

FREE WATERFRONT SHUTTLE MONTHLY RIDERSHIP



The Free Waterfront Shuttle is made possible by The Washington State Department of Transportation (WSDOT), Downtown Seattle Assocation (DSA), and Commute Seattle. The monthly ridership chart is pulled from their public data report.

