of WATERFRONT SEATTLE ACTIVATION REPORT 2017

Kathy Foster of The Thermals, headlining KEXP Rocks the Dock Photo: Robert Wade -

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FRIENDS OF WATERFRONT SEATTLE

WATERFRONT SEATTLE: POWERED BY PARTNERSHIP

Seattle's central shoreline is being transformed. The replacement of the Elliott Bay seawall with new salmon-friendly infrastructure (completed in 2017) and the removal of the Alaskan Way Viaduct (early 2019) allow streets to be reimagined, making way for a 26-block park designed by James Corner Field Operations (opening 2022-23). This project is called Waterfront Seattle.

Waterfront Seattle is more than new infrastructure and a park. It enables the expansions of Pike Place Market and the Seattle Aquarium, and celebrates Seattle's working waterfront. It will infuse the central waterfront with colorful landscaping that is both beautiful year-round and filters polluted stormwater runoff. It will make our urban shoreline more accessible by foot, bike, bus, and automobile. And it will support dynamic programs that celebrate all communities and cultures. Overall, Waterfront Seattle is a once-in-a-century opportunity when the community's values, vision and investments align to achieve lasting economic, social and environmental impact—now, and for the benefit of future generations.

Friends of Waterfront Seattle is the nonprofit partner to the City of Seattle, helping to execute, steward, and program the waterfront park. Our mission is to build awareness, fundraise, and lead strategies that support the long-term health of the park, all with the goal to ensure that the waterfront is beautiful, vibrant, and welcoming to all.



Waterfront Seattle 26-block park





WATERFRONT SPACE

Friends operates Waterfront Space which serves as Friends' headquarters, a public showroom for the waterfront project and a community event space. Open 12 PM to 5 PM Wednesday through Sunday, visitors tour the Space to learn about the Waterfront Project and participate in a variety of events hosted by Friends and other community partners.



ACTIVATING URBAN PARKS

Friends is a partner in the Urban Parks Activation Partnership (UPAP) 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. Last year, DSA and the City of Seattle entered a five-year agreement to further this program. In 2015, Friends launched a park pilot project — Hot Spot — to activate existing Waterfront Park as research and development (R&D) for the future.



2019: PIER 62 REBUILD

The rebuilt Pier 62 is the first piece of our future waterfront park that will open to the public. Groundbreaking is happening in 2017, and the pier will open in 2019. Of a total capital cost of \$29 million, Friends will raise \$8 million in capital funding for rebuilding the pier, and partner with the City to program it as a flexible year-round space with things locals love: music, soccer, volleyball, food trucks, markets, festivals, and much more.



2022-2023: 26-BLOCK PARK

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

IN 2017, FRIENDS OF WATERFRONT SEATTLE CONTINUED TO PREPARE FOR THE FUTURE PARK BY IMPLEMENTING SUCCESSFUL PILOT PROJECTS.

The waterfront pilot projects – Hot Spot programming in Waterfront Park, improvements of public space, and connecting with the community through collaboration and outreach – provide R&D for the future waterfront and get people excited about the waterfront park. Friends is activating the park now in partnership with the City of Seattle Office of the Waterfront, with an eye toward the future.

In 2017, Friends grew our community, improved public spaces, and provided free cultural, educational, and recreational public programming. Thousands of people turned out for cultural events, like live music and dance performance, seeing the waterfront anew. Friends continues to experiment with new programming for the shoulder season with a goal to make the future park active and vibrant year round. This year, with our waterfront neighbors — the pier businesses and the Seattle Aquarium — we brought back Trick-or-Treat on the Waterfront for the first time since 2014. Friends and the Port of Seattle will be presenting KEXP Deck the Dock in December, the second annual kids holiday music mini-festival that brought hundreds of people to the waterfront in 30 degree weather last year. We also implemented new programs, like the StoryKiosk Waterfront Stories, to capture the rich layered experiences and feelings people have for the waterfront.

Since 2015, Friends has furthered its partnership with the Office of the Waterfront by convening neighbors, connecting with community partners, and spearheading a waterfront focused public safety coordination. This year, Friends has expanded its efforts to include maintenance of waterfront promenade plants and taken on projects to improve east-west connections at the Pike Street Hill Climb and Union Street.



In 2017 Friends supported the Lonely Whale Foundation's "Strawless in Seattle" initiative to reduce ocean plastic, through outreach to the public and to waterfront partners like the owners of the Great Wheel, who lit the wheel blue in honor of the campaign. Photo: Jordan Monez

Public space at the future Overlook Walk. Image: Screenshot of the Friends Augmented Reality App by Studio 216



HOT SPOT

Throughout the summer, Friends presented cultural and recreational programming in Waterfront Park for the third year of the Hot Spot waterfront activation pilot project. In 2017, Hot Spot programming filled weekends with full days of programming to enjoy. Our programming brought locals to the park and exposed tourists to different aspects of Seattle culture. Friends saw more people lingering throughout the day at Hot Spot events compared to last year, and there was more variety in programs to appeal to a wider range of interests. Hot Spot promotion was expanded to new publications in multiple languages, and Friends attracted more social media followers, and continued promotions from prior years, like radio advertising, which were

successful in bringing diverse visitors to the park for Hot Spot events. Friends continues to expand the waterfront's reach and bring new people to help program and use the park by reaching new communities both in programming and promotion.

Hot Spot has been critical for Friends' efforts to cultivate strong, collective ownership of Seattle's future 26-block waterfront park, and community partnerships have been essential to Hot Spot's success. In 2018, Hot Spot will continue in Waterfront Park with the intention to improve programming based on what was learned from prior seasons.

LOOKING TO THE FUTURE: RECOMMENDATIONS FOR 2018

In 2017, key project elements and partner projects were completed, including the new Elliott Bay Seawall, Pike Place MarketFront, and the new landscaping of the Pike Street Hill Climb made possible by Friends. Other projects made big strides, including the April completion of the deep bore tunnel that will replace the SR 99 Alaskan Way Viaduct. Gearing up for 2019, when the Viaduct will come down and Pier 62 will open, **Friends has the following recommendations for 2018**:

- Continue Hot Spot programming in Waterfront Park, building on the successful programming pilot that began in 2015, and incorporating lessons learned during the past three years, including: Hot Spot programming with regular hours and long days full of programming on summer weekends, presenting annual shoulder season events, unlicensed vending enforcement, and featuring a mix of established and emerging artists from a wide variety of genres.
- Increase our marketing campaign to include new mediums and reach new audiences, building on outreach efforts that began in 2016 and 2017. These campaigns included targeted marketing in multiple languages, different mediums (radio, print, web), and social media.
- Reach out to new community partners to implement projects and programming with potential for expansion in the future waterfront park, within the realms of culture, recreation, and education.
- Continued coordinated public safety convened by Friends with SPD, MID, SDOT Street Use, and LEAD.
- True data collection with year-round intercept surveys are needed to get baseline user information, to help plan future programming.

A ONCE-IN-A-GENERATION OPPORTUNITY

Waterfront Seattle is more than a park; it is a once-in-a-century opportunity in which the community's values, vision and investments align to achieve lasting economic, social and environmental value, now, and for the benefit of future generations. After more than a decade of public input, the Seattle waterfront is on its way to becoming a 26-block park and lively mixing ground that embraces our working waterfront while restoring the health of the nearshore environment.

Friends looks forward to our continued partnership with the City of Seattle to fulfill the community's vision for a central waterfront for all of Seattle, that will include beautiful public spaces, a salmon-friendly seawall, and year-round cultural, educational, and recreational activities. Lively, beautiful, accessible parks promote social cohesion being mixing grounds where we celebrate community. These spaces are key for supporting a sustainable, equitable future where all citizens are valued.

WATERFRONT BY THE NUMBERS



PEOPLE AT HOT SPOT EVENTS

500+ PEOPLE At Kexp rocks the dock hot spot season opening event

170 HOURS of Summer programming at hot spot in 2017

1004 MUSIC & ARTS GROUPS **AT HOT SPOT**

HOT SPOT @ PIER 58

1306 NEW PLANTS AT PIKE STREET HILL CLIMB

PIER 62 OPENS 2019

\$8 MILLION CAPITAL FUNDING FRIENDS WILL RAISE FOR PIER 62 (OF \$29 MILLION)

860,901 IMPRESSIONS FRIENDS SUMMER DIGITAL CAMPAIGN

9000+ FOLLOWERS ON FACEBOOK & INSTAGRAM FOLLOW US! @FRIENDSOFWATERFRONTSEATTLE

PARTNERS ON THE WATERFRONT















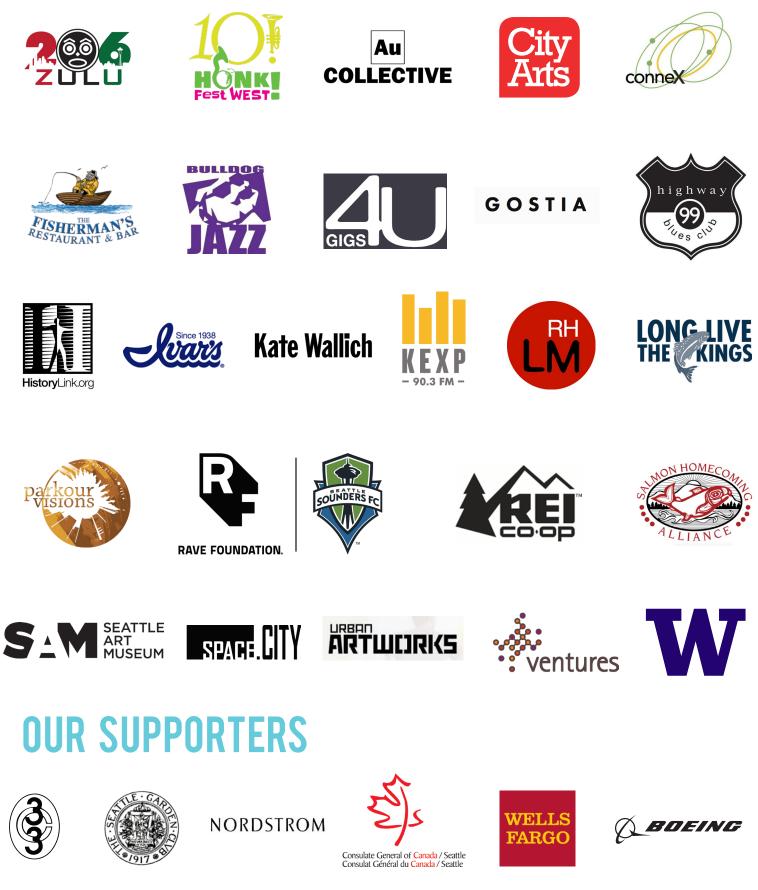








OUR 2017 PROGRAMMING PARTNERS



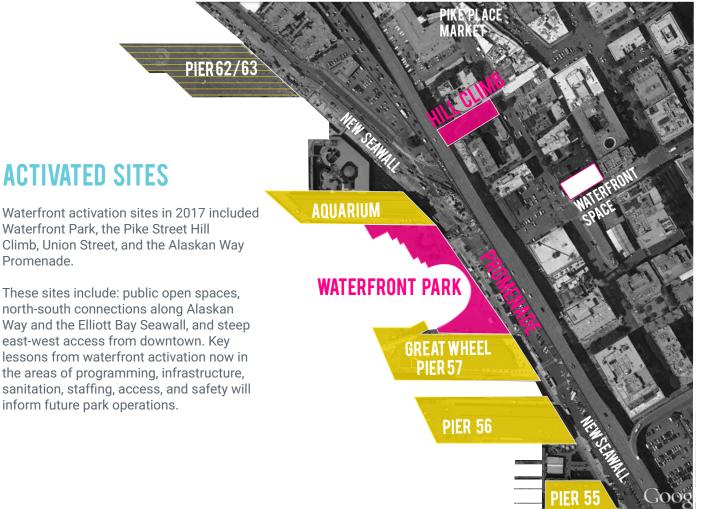
SITE MAP



SEATTLE'S CENTRAL WATERFRONT

Seattle's Central Waterfront is located on Elliott Bay in the Puget Sound, north of the outlet of the Duwamish River and the Port of Seattle Harbor Island and Duwamish River Terminals.

Spanning 26 blocks between Belltown and Pioneer Square neighborhoods, the central waterfront is currently separated from the urban core by the Alaskan Way Viaduct (State Route 99) on the east side of the Alaskan Way surface street. The waterfront has panoramic views of Elliott Bay, Bainbridge Island, West Seattle, and the Olympic Mountains.



TRANSPORTATION

The waterfront is served by public transportation from Bainbridge Island, Bremerton, Vashon Island, and West Seattle by the WSDOT ferries and water taxis at Colman Dock. Tourists arrive en masse to Pier 66 via cruise ships and many walk south toward existing Waterfront Park upon arrival. Public transportation by bus and light rail is mostly located on 3rd Avenue, with four steep blocks between Alaskan Way and 3rd Avenue.

This year the Seattle Waterfront Connex, a three-month pilot project between downtown and the waterfront, provided a new transportation option. Pedicabs are used extensively, and while some add to the experience on the waterfront, there is concern about safety with pedicabs conflicting with pedestrian traffic on the promenade. New dockless bike share options are popular.

PARKING

Street parking and parking garages are available along Western Avenue and scattered throughout downtown. There is a need for affordable and accessible parking for families with children and elders visiting attractions on the waterfront as well as for people who live outside of transit-served areas in our region.

Several garages offer short-term parking convenient to the waterfront at street parking prices. Since 2016, Friends has partnered with Harbor Steps Garage, located at Western and University, to offer all-day weekend parking deals (\$15 per day) to Hot Spot event goers. DowntownSeattleParking.com is a good resource to find parking options. Net loss of waterfront parking is a barrier to public access and the City is working to bring more subsidized parking spaces available in existing and planned parking garages.



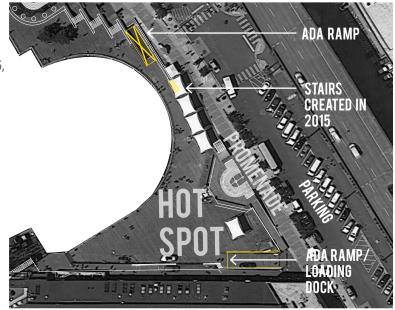




ACCESS TO HOT SPOT

The existing Waterfront Park 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 Waterfront Park and installed stairs to increase access. In 2016, Friends, with the University of Washington Architecture Department, installed the Hot Spot canopy, adding architectural interest, shade, and additional visibility to the park.

In 2017, access to Hot Spot in Waterfront Park has opened up significantly with the Elliott Bay Seawall complete. In the summer, the sidewalk on the western edge of Alaskan Way opened to pedestrians and many people are now traveling to the waterfront along the "Northern Connection", the link between the Seattle Aquarium and the Olympic Sculpture Park.



A WATERFRONT FOR ALL

The overarching mission for the Waterfront Seattle project is to create a "Waterfront for All" - to have a special public space where everyone feels welcome. To work toward that goal, Friends has been connecting with community organizations from different neighborhoods and with various missions within the realms of culture, recreation, and education.

In 2017, Friends presented sixteen hours of events every weekend throughout the summer season (July 1 through mid-September) including a variety of music, cultural events, and recreational activities. This year, Hot Spot programming was focused on Saturdays and Sundays, which are the days when we see the most visitors to the park and people have time to linger throughout the day.

Friends worked with community partners to produce and execute programs involving hundreds of performers. This year, we increased programming by 30% (from 118 to 170 hours), creating opportunities for more artists. Peak event attendance for our most popular event, season kickoff KEXP Rocks the Dock, reached more than 600, and on average Hot Spot events had around 75 to 150 people enjoying programming together, with many events reaching 200+ people at one time. We observed greater diversity among Hot Spot audiences, which is believed to be a result of greater diversity of programming partners and Friends' advertising in local ethnic publications.

See the following pages for our 2017 summer Hot Spot schedule.











206 Zulu's Fish-N-Chips All-Styles Dance Competition Photo: Robert Wade



PRESENTED BY FREEREND EVENTS ON THE WATERFRONT JULY-SEPTEMBER, 2017 WWW.ERIENDSOFWAY ERFRONTSEATTLE.ORG/EVENTS

Join Friends of Waterfront Seattle this summer for free community events for all ages at Waterfront Park at Pier 58! Friends is the non-profit partner to the City of Seattle created to ensure the success of the future 26-block waterfront park. The community has seized this once-in-a-century opportunity to shape our central shoreline for the benefit of people and nature. Our mission is to support the creation of a public mixing ground where all communities can share cultural, recreational, and civic experiences in a beautiful environment.

2016 KEXP Rocks the Doc

Hot Spot is a pilot program created by Friends that is enhancing Seattle's central waterfront now with activities that provide a preview of our urban shoreline's future as a vibrant park for all to enjoy. **Hot Spot brings a dynamic mix of live music, performance, sports and more to existing Waterfront Park over the weekends July - September.**

JULY 2017 EVENTS

JUL 1 4 - 8 PM

KEXP ROCKS THE DOCK

Awesome local bands kick off the Hot Spot season with the second annual KEXP Rocks the Dock concert hosted by KEXP 90.3, Seattle's non-commercial independent radio station that produces an award-winning, innovative blend of music for a worldwide audience. *Featuring: The Thermals, Bread & Butter, Jenn Champion, Louise Burns, and KEXP DJ Sharlese*

JUL 2 12 - 8 PM

REGGAE BY THE SEA

Start your summer with the sweet sounds of reggae. Local bands bring Jamaican music to the waterfront for a relaxing afternoon in the sun. *Featuring: Wet City Rockers, Adrian Xavier, Unite One, and High Life Band*

WATERFRONT PARK // PIER 58 // 1401 ALASKAN WAY

JUL 8 4 - 10 PM

JUL 9

12 - 8 PM

JUL 15

2:00 PM

10:30 AM -

SUMMER SUNSETS ON THE PIER WITH REFLECT

Reflect hosts Summer Sunsets on the Pier with locally and internationally known DJs playing the latest in electronic and underground dance music. Featuring: Sean Majors, Ramiro, Joey Webb, and Night Train. Hosted By: Dash&Wyatt, DJ Sloth, and Oliver

BALLARD ON THE WATERFRONT

Celebrate the 100th Anniversary of Ballard Locks on the Central Waterfront with some of Ballard's favorite bands. Featuring: The Furniture Girls, Klover Jane, The Black Tones, Hula Bees, and Emily McVicker

2017 PARKOUR VISIONS CLASSIC

Come out and play at Seattle's biggest parkour event of the year. Parkour athletes from around the Northwest will descend on Waterfront park to climb, leap, and challenge themselves on a pop-up parkour playground. Watch the action or jump in and try it yourself!



Throughout the summer, The Rave Foundation, the official charitable arm of Sounders FC, brings their Soccer Octagon to Hot Spot, presented by Virginia Mason. The Soccer Octagon is perfect for fun and fast games of small sided soccer with friends, family and drop-in Sounders FC players.

JUL 15 6:00 PM -9:30 PM

JUL16

12 - 8 PM

JUL 22

JUL 23

JUL 29

JUL 30

JUL 30

3 - 7 PM

12 - 2 PM

12 - 8 PM

12 - 8 PM

BEAT MASTERS 5TH ANNUAL ZULU PRODUCERS EDITION WITH 206 ZULU

Zulu Jam Producer's Edition 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 prizes and the Zulu Jam Producer Champion title.

Also featuring: performances by emcee Dex Amora and a dance showcase by Protoman and Chris Kaku

SCHOOL'S OUT KID'S FESTIVAL

Celebrate summer vacation with awesome local "kindie" bands and fun activities for kids at Hot Spot! Featuring: Brian Vogan & His Good Buddies, Tai Shan, New Nostalgia, and Mode Music Studios Stop by 10 AM - 2 PM to be part of an interactive art installation with Urban Artworks and Megan Lingerfelt!

LIVE MUSIC

Spend your Saturday in the sun with live music from local bands! Featuring: Sadie Ava, Breaks and Swells, Judd Wasserman, The High Steppers, Jonny Sonic, The Betsy Olson Band

FUNK & SOUL BY THE SOUND Get down with Seattle funk and soul bands at Hot Spot. Featuring: Radio Raheem, Turner Jones Turner, Holy Pistola, and Mason Turner & the Reign 12 - 8 PM

K-POP NOW!

K-Pop started in South Korea but 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!

GARFIELD JAZZ ON THE WATERFRONT

Garfield High School Jazz is one of the truly outstanding high school jazz programs anywhere in the world. Enjoy a combo from Garfield Jazz and see what these amazing students can play!

WHAT'S POPPIN' LADIEZ?! SHOWCASE

What's Poppin Ladiez?! is a convention focused on the female popping experience led by womxn of color and centers female DJs, emcees, dancers and hosts. This year WPL?! returns once again inviting all communities to witness showcases, workshops, and performances by world renowned female poppers.

AUGUST 2017 EVENTS

AUG 5 12 - 2 PM

GARFIELD JAZZ ON THE WATERFRONT

Garfield High School Jazz is one of the truly outstanding high school jazz programs anywhere in the world. Enjoy a combo from Garfield Jazz and see what these amazing students can play!

AUG 5 5 - 8 PM AUG 6 10:00 AM -11:30 AM

FISH-N-CHIPS 1 VS. 1 ALL-STYLES DANCE BATTLE WITH 206 ZULU

206 Zulu brings back the third annual All-Styles Dance Battle on the waterfront. The All-Styles Battle is a format where all forms and styles of street dancing may enter. Dancers will be battling in a 1 versus 1 format for a cash prize and bragging rights.

DANCE CHURCH MEGACHURCH

Dance Church is an all abilities movement class that offers a fun, nonexclusive approach to dancing. Designed for people of all shapes, sizes, backgrounds and identities, Dance Church is a communal space for everyone who wants to move their body (recommended for ages 15+). No previous training is required, but open-mindedness is a prerequisite. *Featuring: Kate Wallich and Amateur Hour*

FUN IN THE SUN - LIVE MUSIC AND DJS

Celebrate summer sunshine with live music and DJs. Featuring: DJ Funfetti (Emily Nokes of Tacocat), The Hipsters, DJ Mike Ilvester (of Fly Moon Royalty), and Select Level

2016 Parkour Visions Classic

AUG 12 12 - 8 PM

12 - 8 PM

AUG 6

VERANO EN SEATTLE

Enjoy Latin bands at Hot Spot in Waterfront Park. Featuring: Clave Gringa, Andre Feriante & The Bohemian Entourage, Correo Aereo, and Deseo Carmin

AUG 13 12 - 8 PM

BLUES SUNDAY WITH HIGHWAY 99 BLUES CLUB

Highway 99 Blues Club is an exciting venue for the blues culture and music of America. Housed in a 1909 brick building on the Seattle waterfront, the Highway 99 Blues Club is inspired by the juke joints of The South and neighborhood blues clubs of Chicago. *Featuring: Monster Road, Highway 99 All-Stars, Chris Eger Band, Nick Vigarino's Meantown Blues, and Randy Norris & Jeff Nicely*

AUG 19 2 - 10 PM

EIGHT HOURS OF SO(U)L WITH AU COLLECTIVE

Au Collective x Friends of Waterfront presents eight hours of SO(U)L: a cultural experience featuring dance, fashion, art, and food. This is an event where people can support local artists in the community. "Soul" as in soul music from the African diaspora and the feeling of togetherness and pride. "Sol" as in sun and warmth. So(u)I is the synthesis of "soul" and "sol", bringing warmth through togetherness, spiritual essence, and celebration to the QTPOC community.

AUG 20 12 - 8 PM

CITY OF MUSIC: SEATTLE'S SONIC LANDSCAPE

Seattle is known for its vibrant music scene and our "City of Music" is celebrated with this Hot Spot showcase featuring artists from various genres that contribute to our sonic landscape. *Featuring: Lemolo, Rik Wright, Heather Thomas & Dune Butler, and Fysah*

AUG 20 12 - 2 PM

CEPHALOPOD APPRECIATION SOCIETY AT WATERFRONT SPACE// 1400 WESTERN AVE

Celebrate the Octopus, Squid, Chambered Nautilus, and Cuttlefish through poetry, music, film, science, art and more at the annual gathering of the original Cephalopod Appreciation Society, founded by poet and science-lover Sierra Nelson. At the end of the indoor festivities parade together to the waterfront for live music and an opportunity to visit to some real-life cephalopods at the Seattle Aquarium! **AUG 26** 12 - 8:00 PM

CITY ARTS PRESENTS HIGH TIDE WITH DAYSHIFT

Join City Arts as they host two days of their favorite live bands and DJs in the scenic setting of Waterfront Park. Day Shift, the daytime dance party, comes to Waterfront Park Saturday with a curated lineup of Seattle's finest selectors and performers. Summer in Seattle is here.

AUG 27 12 - 8:00 PM

AUG 30

12 - 1:30 PM

CITY ARTS PRESENTS HIGH TIDE

Join City Arts as they host two days of their favorite live bands and DJs in the scenic setting of Waterfront Park. Expect hot beats, cool vibes, daytime dancing and other treats. *Featuring: Fruit Juice, Killer Workout, SGF, Slow Dance and DJ Rudy*

OUT TO LUNCH PRESENTED BY THE DOWNTOWN SEATTLE ASSOCIATION

Now in its 39th year, the Out to Lunch (OTL) concert series is bigger than ever, with music every day of the week throughout Seattle! *Featuring: Kate Voss & The Big Boss Band*

SEPTEMBER 2017 EVENTS

SEP 2 + 3 AMERICAN Celebrate L

AMERICANA FESTIVAL

Celebrate Labor Day weekend on the waterfront with Americana music, incorporating elements of American music such as country, folk, bluegrass and blues in new songs and sounds. Featuring 9/2: Danny Newcomb & The Sugarmakers, Tekla Waterfield & the Sweet Nothings, Annie Ford Band, Drew Martin, and JR Rhodes Featuring 9/3: Nick Foster Band, Bakelite 78, The Drifter Luke, Faint Peter, and Country Dave Harmonson

SEP 8 - 10 12 - 8:00 PM

12-8:00 PM

CANADIAN SOUND WITH THE CONSULATE GENERAL OF CANADA IN SEATTLE

Explore multiple genres of Canadian music over three days of performances presented by the Consulate General of Canada in Seattle, including an Indigenous Artist Showcase. Featuring 9/8: The Paperboys, U3, and Indigenous Sound Waves, a Western Arts Alliance Indigenous Performance Program artist showcase Featuring 9/9: Mike Endel, Papa Josh, Infintus Featuring 9/10: The Ballantynes, Locarno, Saint John & The Revelations, and Royal Oui

SEP 15 + 16 10 - 8:00 PM

SALMON HOMECOMING CELEBRATION PRESENTED BY THE SALMON HOMECOMING ALLIANCE The celebration honors the fall return of the salmon and introduces local families to Native American

culture by providing traditional celebrations such as traditional gatherings, Pow Wows and Cedar Canoe events, and a holistic program of related environmental educational activities. Friends is proud to sponsor Aztec Dancers for this annual event, celebrating its 25th year in Waterfront Park.

WE **V** OUR SUPPORTERS

Hot Spot is made possible by support from the following funders and partners:











Consulate General of Canada / Seattle Consulat Général du Canada / Seattle













W UNIVERSITY COLLE OF BUILT WASHINGTON ENVIR

COLLEGE OF DEPARTMENT BUILT OF ENVIRONMENTS ARCHITECTURE



In 2016, Friends identified several key programming findings including:

- · Community partners bring their communities to the waterfront.
- Diverse performers bring a diverse audience (and introduces people to something new).
- Weather is a determining factor.
- Highly visual performances attract more attention.
- Food and beverage service on site is needed.
- Social media connections are important.
- The waterfront is not yet an after-work or weekday lunchtime destination.
- Providing structures for shade and shelter is a necessity.
- · The future park will need to accommodate programming in a no-hassle process.
- People want to be active on the waterfront.
- There are never enough bathrooms.

For more detail on these findings, refer to the Friends' 2016 Waterfront Activation Report.

NEW PROGRAMMING FINDINGS IN 2017

In 2017, we tried a few new things with our programming to respond to prior findings, and kept what was working. New programming findings for 2017 include:

- Wall-to-wall programming keeps the park lively. In 2017, Friends focused on programming Saturdays and Sundays, and scheduled programming from 12 PM to 8 PM, for a total of 170 hours of free public programs. This new schedule kept people in the park throughout the day, and created a vibrant atmosphere of live music, performance, and recreation all weekend. A regular schedule also lets people know they can find programming at the park without having to look at a calendar.
- Featuring a mix of emerging and established artists allowed us to program longer sets and create opportunities for up-and-coming performers.
- **Modular structures allow for creative new ways of using park space.** Events that reconfigured the stage and the use of modular equipment for recreation, including a parkour demonstration and the Sounders RAVE Foundation Soccer Octagon, allowed for flexibility in the use of the park and created new ways to engage the public and performers.
- Established events bring an established audience. Established events in other neighborhoods bring their devoted audience with them to the waterfront. We had great success with events like the weekly movement class Dance Church and the What's Poppin Ladiez dance showcase, that had a built-in audience who enjoyed a change of scenery and the ability to bring their event to the public for free with funding from Friends.
- Hot weather and sun presents challenges for performers. The strong western sun exposure can be exhausting for performers on stage. The future waterfront needs adequate shade for both users and performance areas and a green room for artists to relax and refresh.
- Food and beverage options in the park make programming work. The sidewalk cafe in the park helps to keep people in the park for programming, and providing alcohol in a family-friendly environment (as opposed to a 21+ controlled area) is key to a pleasant environment for public events where people want to stay.
- To engage the public, we need to get out into the park and collect data. Roving the park with the Friends Augmented Reality app, surveys, and schedules was a great way to capture an audience that would not have otherwise engaged with project information or our waterfront surveys at the info tent. A real data collection effort using intercept surveys throughout the year is needed on the waterfront to collect baseline data.
- **More wayfinding and signage is needed.** Most people who interacted with the Hill Climb concierge asked for directions. Better wayfinding to events on the waterfront is also needed to attract a larger audience.
- **Temporary on-site storage supports programming.** Adding a storage pod to the park for the summer season made set up and take down much easier and saved money and time. Boat storage is needed to support kayak tours.
- Summer infrastructure only works in the summer. Fall winds present a problem for temporary infrastructure, so
 moving deployable structures into storage at the end of the season and providing weather-resistant structures are
 important for year-round use of the waterfront.
- Buildings are needed to support staff and artists. A green room for artists is needed, with temperature control, bathrooms, and a dressing area at minimum. Places for park staff to store belongings and take a break are also important.
- Bathrooms on the waterfront are essential. For three years, bathrooms monitored by Friends with daily service have been a success.

"CITIES HAVE THE CAPABILITY OF PROVIDING SOMETHING FOR EVERYONE ONLY BECAUSE, AND ONLY WHEN, THEY ARE CREATED BY EVERYONE." - JANE JACOBS

Au Collective at Eight Hours of So(u) Photo: Old Army Jacket Photo Throughout the week, amenities inspire people to linger in the park. Games are enjoyed by all ages even when weather is not ideal. The Fisherman's Restaurant sidewalk café is very popular, and having food and alcohol permitted near the stage area is an important amenity that allows people to spend time at the park and enjoy programming.

Friends partnered with the University of Washington Department of Architecture to lead a studio project to design a canopy installation for Waterfront Park. Installed in 2015 (stage canopy) and 2016 (pavilion canopy), Hot Spot is a fresh and dynamic addition to the existing Waterfront Park that welcomes people to experience our urban shoreline in a new way, providing a preview of its future as a vibrant, dynamic park.

SIDEWALK CAFE

CONSTRUCTION BARGES (MOVED IN 2016)

PAVILIONS WITH SHADE CANOPY

FURNITUR

Waterfront Park Bird's-Eye View Photo: Heidi Hughes



SIDEWALK CAFE

In 2015, Friends partnered with Fisherman's Restaurant to provide food and beverage (F&B) amenities for concert goers during events at Hot Spot, to create a more enjoyable atmosphere for visitors, and to generate business for Pier 57. As the first permitted sidewalk cafe in a Seattle park, the partnership created more reasons for people to stay longer at Waterfront Park and provided refreshments during our live music events. User feedback indicated the desire for more outdoor cafes and F&B options. 2017 was a good year for our F&B partner Fisherman's due to regular programming hours and improved aesthetics. The cafe is family-friendly and open to all without purchase.

MOVEABLE FURNITURE

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

HOT SPOT STAGE

The Hot Spot stage, designed and built by the UW graduate Architecture students, is designed to be modular, allowing it to be moved into storage easily as well as provide options for performers who want to use the stage in various configurations, for example, to showcase solo performances.



GAMES & SPORTS

The Sounders RAVE Foundation Soccer Octagon has been a hit at the park, allowing people of all ages to play pickup games of soccer with Sounders players, friends, and strangers. The Soccer Octagon is also a pilot project for a small soccer pitch being designed for the future Pier 62. Friends' custom cornhole sets and ping pong tables are always popular.



The Hot Spot canopy installation provides shelter from mild weather and sun, and brings an iconic element to the park. The stage and canopy can be removed in a day if needed, and are stored during the winter months to reduce wear on the structures and for safety in high winter winds.

The canopy was designed to be easily installed and removed, to be an iconic beacon for the existing park, to provide shade and some cover from the elements, and to be used in the future park.



WATERFRONT ACTIVATION: RECREATION

AN ACTIVE WATERFRONT

The Seattle central waterfront is already a destination for recreational activities with people running, walking, biking, and fishing at the shoreline throughout the year. Friends has been working on projects with local recreation groups to bring new activities like soccer, kayaking, parkour, movement classes, yoga and more as part of our pilot programming. These pilots with recreational companies and non-profits like the Sounders RAVE Foundation, Parkour Visions, REI, and more, provide valuable information about what it takes to program an active waterfront year-round.

The Seattle waterfront is easy to program and enjoy during the



summer months with long sunny days and little to no rain, but it is more of a challenge to program the park the other nine months of the year. Friends has been working to develop programming that appeals to visitors year round. Successful cultural events in the off season, like the KEXP Deck the Dock holiday kids' concert that brought hundreds of people to a concert on a below-freezing day, prove that people love to be outside no matter the temperature. Since Seattleites will "ski in the rain and kayak in the snow," Friends is working to bring recreational programming to the waterfront that will keep people active throughout the seasons.

GETTING ON THE WATER: KAYAK TOURS

Kayak tours are a great way to tell the story of the seawall and its benefit to wildlife. Getting close and personal to a side of the project of which many people are unaware, such as what lies beneath the light-penetrating sidewalk and the ecological benefits to salmon and other marine creatures, is a real eye opener.

Kayaking will be a part of regular programming in 2018 and beyond, and Friends has begun kayak tours led by REI and in partnership with the Port of Seattle to pilot this program, based out of the Bell Harbor Marina. The pilot allowed us to discover and work out issues that present a challenge to kayaking programs on the waterfront, such as the need for guided tours, boat storage, places for kayaks to launch, permitting, and more. Test paddles from various locations proved that good weather can often be misleading, so it's important to understand the water to comprehend and predict its conditions. Experts like Jeff Cordell, the lead research scientist for the Elliott Bay Seawall, brought an important educational opportunity to the tour to enhance the experience of the excitement of kayaking in Elliott Bay, an element we want to continue to offer for waterfront kayak tours.

The waterfront will need to have guided kayak tours because of the challenging weather conditions, including waves, tides, wind, and traffic both in the water and on land. Professional guides that provide safety, education, and activities will be key for a successful kayak program on the waterfront. To attract partners who can carry this out, Friends needs to be the conduit to plan logistics and infrastructure to launch kayaks (which cannot be safely launched from a dock). For example, there is a need for a breakwater to have kayaking on the waterfront, and a place to store the breakwater during certain weather conditions. Boat storage is also a huge shoreline issue, and impediments like permitting and a lack of necessary infrastructure are challenges that Friends must overcome to attract the right partner who can balance risk management,



safety, correct equipment, and other challenges, with fun and education.

Looking to 2019, we continue to build our network of recreational partners and get ready for the exciting opportunity to bring more cultural, educational, and recreational programming to the future Pier 62. Seattle is lucky to enjoy mild winters, with little snow and below-freezing temperatures. With added infrastructure and some fantastic programming, we will get folks outside and moving on the future waterfront all year long.







206 Zulu Dance Competition Photo: Old Army Jacket Photo



The RAVE Foundation Soccer Octagon Photo: Robert Wade



Seattle Sounders RAVE Foundation Soccer Octagon is used by all ag Photo: Robert Wade



124

Kate Wallich brought the popular movement class Dance Church to Hot Spot Photo: Old Army Jacket Photo



A WATERFRONT FOR ALL AGES

One of the ways that Friends is working to create a "Waterfront for All" is by generating opportunities for artists at all levels of their career; to create a place for emerging and established performers to reach new audiences. We are accomplishing this by connecting with youth-focused organizations and school music programs to provide opportunities for young artists in addition to older established artists, and providing programming that is accessible to and appealing for all ages.

In 2017, as part of our Hot Spot programming, Friends hired combos from Garfield High School Jazz Band for the third year in a row, worked with organizations like 206 Zulu that involve all ages in their events, and showcased a local music school's youth performers during our annual kids music festival. In 2016, we presented a showcase with the Vera Project, and worked with local high school radio station C89.5. During shoulder season programming in June and October of 2017, Friends worked with local organizations Honk Fest West and Theater Simple to bring Garfield High School Marching Band and a mariachi band out of Chief Sealth International High School to the waterfront. These schools not only have renowned music programs, but also represent diverse populations of young Seattleites. We look forward to engaging many more youth organizations and schools in 2018, as well as looking at improving the waterfront experience for aging populations. Infrastructure that supports all ages, including the very young and the elderly, includes seating that can be used by those with mobility challenges, passenger drop off areas and parking, elevators and ramps.

Friends also brings in school tour groups and camps to Waterfront Space, to share project information with kids of all ages. We have found ways to bring the waterfront project to programs like the Seattle Architecture Foundation's teen design program. This year, we also embarked on a partnership with Antioch University's Master of Environmental Education program and are working with an intern to gather ideas for waterfront education for all ages. Working with youth provides a way of connecting with young people who represent the current and future users of the waterfront, to give them a sense of ownership in this shared place.







A WATERFRONT FOR ALL SEASONS

One of the biggest challenges of the waterfront park — both today and into the future — is park programming throughout all seasons. As we noted in last year's report, shoulder season and winter programming needs to offer something special (such as hot beverages) to get a crowd down to the waterfront when the weather is wet and windy. Attracting an audience with specific events will be key, and creating opportunities for active recreation that keep people moving will also bring the local community to the park in all weather, as long as we have the right infrastructure. Friends is seeking to find ways to strategically use funding for shoulder season programming on the current waterfront and continue to build partnerships for the future.

PROGRAMMING: EVENTS & ACTIVITIES

- In June, we partnered with Honk Fest West to bring the city-wide annual street band festival to the waterfront beginning with a parade to Waterfront Park from Pioneer Square. The unplugged nature of the marching band event allowed us to have music before the stage and sound system were installed for the summer season.
- In December 2016, Friends partnered with KEXP and the Port of Seattle to bring a kids concert to Waterfront Park. The second annual event will be held indoors at Pier 66 due to new weight restrictions on the Waterfront Park pier.
- In October, Friends helped to coordinate Trick-or-Treat on the Waterfront in partnership with more than 20 pier businesses and the Aquarium. Friends hired actors to interact with families along the waterfront promenade between the Aquarium and Miner's Landing, and had a very popular stop on the trick-or-treating route with a temporary tattoo activity at Waterfront Park that kids loved.
- In 2017, plans for working with a vendor and raising funds for an ice skating rink fell through due to the deteriorating structural condition of the pier.
- Programming that involves movement is preferred during the shoulder seasons, for example: walking tours, kayaking, ice skating, parades, exercise classes, fun runs, and dancing.

INFRASTRUCTURE

- The future waterfront needs infrastructure such as lighting, shelter, and bathrooms that can support programming in all seasons.
- Infrastructure should support the active use of the waterfront year-round, with additional amenities for winter such as fire pits, heat lamps, and ice skating.
- An arsenal of temporary infrastructure, such as a Showmobile stage, pop-up tents, and shipping containers, can support programming throughout all seasons.







Great costumes at Trick-or-Treat on the Waterfront! Photo: Robert Wade



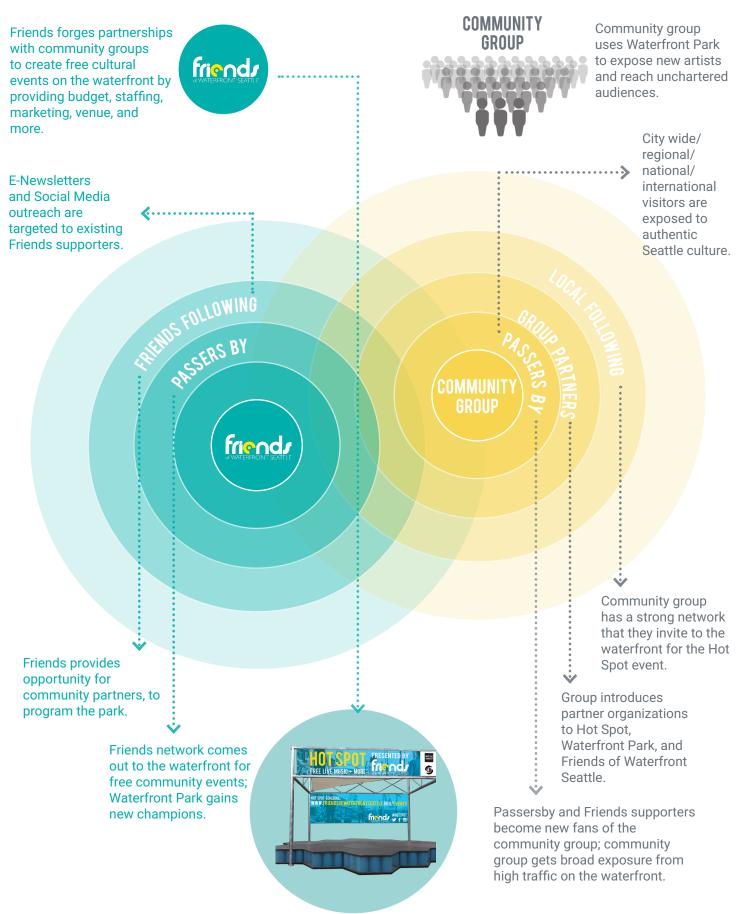




Caspar Babypants performing at KEXP Decks the Dock Photo: Robert Wade



WATERFRONT ACTIVATION: STRATEGY



Local Korean business leader organizes K-POP Now! event with support from Friends.



K-Pop fans from around the world watch and join the fun. These attendees sing along.

K-Pop Now! was filled with lively performances including this actionpacked display by JK martial arts school.

U ARU

Passers-by stop and watch, attracting new audiences

Hundreds of people turn out to enjoy the second annual Dock event.

KEXP Rocks the

community were the judges of the competition. The friendly competition drew passersby into the fun.

Local leaders in

the Seattle hip hop

KEXP crowd turns out in high numbers and reimagines Waterfront Park as a place for music.

Friends supports KEXP through underwriting, bringing KEXP listeners in tune with the waterfront.

Friends and 206 Zulu put on an all-styles dance battle that brought dancers from around the region together to

celebrate the Seattle

hip hop community.



HOW friends & COMMUNITY **GROUPS BRING PEOPLE TO THE** WATERFRONT

KEXP ROCKS THE DOCK

EIGHT HOURS OF SO(U)L

Friends organized an all-day event of dance. fashion, and community that spreads across the entire Waterfront Park.

Au Collective and

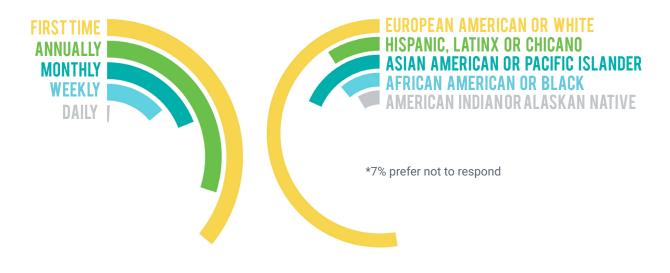
Passersby and Au Collective community members enjoy the lively performances.

> The event featured a fashion show with a local emerging fashion designer and diverse performances.

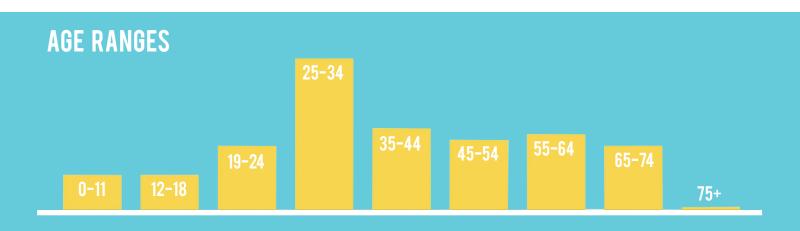
WATERFRONT ACTIVATION: QUALITATIVE SURVEYS

By collecting user data on the quality of park user experience, Friends can get better insight into who is using the waterfront and how, as well as what is working/not working in the current waterfront park. It also provides knowledge on data collection that we can use to develop future surveys to obtain baseline data samples that can be compared to future years. Last year, Friends collected a total of 30 surveys. This year we collected more than 200, to begin to understand how people travel to and use the park. Giveaways, like sunglasses and reusable water bottles, were a great incentive to get surveys completed by park users.

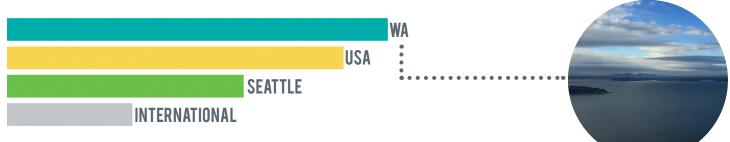
PROFILE OF SURVEY PARTICIPANTS



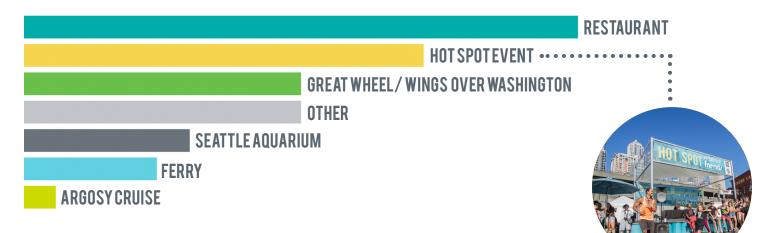
- 37% of people who took surveys were visiting the park for the first time and 30% only come to the park annually, mirroring the park's current status as a tourist destination.
- The majority of users surveyed fall within ages 25 to 34 and were of white/European or Hispanic ethnicity.
- Overall experience and perceived safety were positive.
- Accessibility, surprisingly, was also ranked highly. 40% of surveyed visitors took personal vehicles while 36% walked.
- Activities in which surveyed visitors participated ranged widely but most often include eating at a restaurant, riding the Great Wheel and/or Wings Over Washington, and attending a Hot Spot event (where the majority of surveys were collected for this data sample).



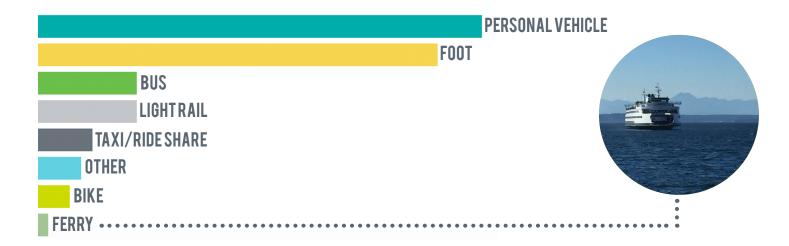
WHERE ARE YOU COMING FROM?



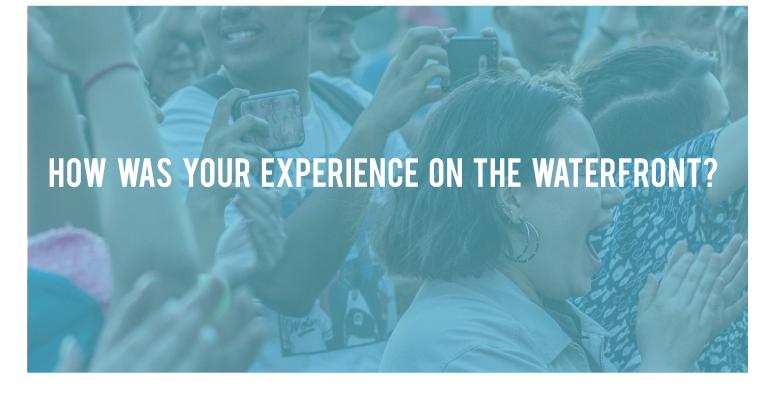
WHAT DID YOU DO?



HOW DID YOU GET TO THE PARK?



In 2017, Friends collected many more surveys than in 2016. However, a more robust data collection effort is necessary now to get baseline data to inform future park success and learn more about what people want to see in the future park. A perfect opportunity for such an investment could be paired with the opening of Pier 62. Friends recommends using beacons to gather complete data on numbers of visitors to the waterfront and how they move. Intercept surveys conducted throughout the year will be the future model for Friends to gather data that is statistically significant.



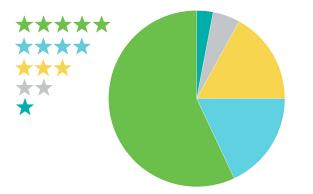
OVERALL EXPERIENCE TODAY



OVERALL PERCEPTION OF SAFETY



ACCESSIBILITY OF WATERFRONT PARK

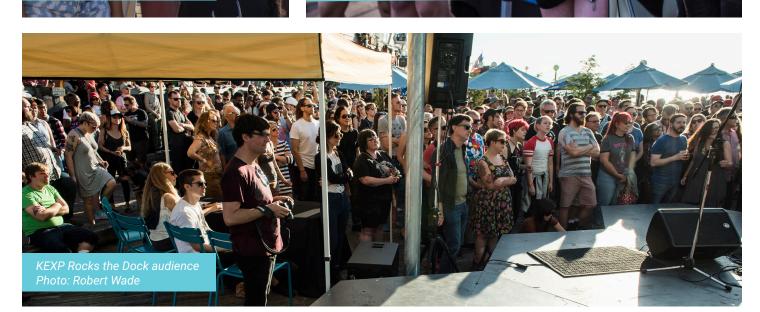


HOW EXCITED ARE YOU FOR THE FUTURE PARK?













THE PIKE STREET HILL CLIMB between Alaskan Way and Western Avenue continued

to be improved in 2017, building on the momentum that began in 2016 to enhance this critical east-west connection between the Pike Place Market and the Waterfront. Friends funded new landscape plants and led the project to install a planting plan created by Hill Climb-based landscape architecture firm Land Morphology. Projects from last year were advanced including cleaning, staffing, lighting, and temporary art. Although these improvements have made a big difference in making the Hill Climb more welcoming as a major pedestrian thoroughfare flanked by residences and businesses, there is still work to be done. The biggest problem continues to be the abandoned WSDOT-owned Bakun building at the base of the Hill Climb, which is a magnet for illegal activity and camping.

Service and the

WATERFRONT ACTIVATION: PIKE STREET HILL CLIMB

NEW LANDSCAPING

In 2017, Friends led a project to install new landscaping in partnership with Land Morphology and James Corner Field Operations to preview the future waterfront plantings. The new plantings provide visual interest in all seasons, with a colorful variety of flowers and greater species diversity. The plant selection represents varieties that will be used in the future waterfront park gardens.

The landscaping was installed during June and completed June 29, just in time for the Grand Opening of the Pike Place MarketFront. This transformation of the beds included the replacement of soil, the necessary removal of trees, 3,406 square feet of newly landscape spaces



including 1,306 new plants, and a new planting bed with the continuation of the *Room for Change* mural. Through Friends' leadership, we were able to leverage in-kind donations from Land Morphology, Nussbaum Group, Cedar Grove and the generous support of the Seattle Garden Club that, along with Friends operating dollars, made this project happen.

Last year, in collaboration with the Office of the Waterfront, Friends advanced the idea to demo a portion of the wall separating Western Avenue and the Hill Climb and to install future waterfront railing, an opening to improve sightlines into the Hill Climb that will also create an opportunity to build an example of the railing that will be installed on the rebuilt Pier 62 and future park. The Office of the Waterfront has committed to the project but the completion date is to be determined.

VENDING ON THE HILL CLIMB

In 2016, The Hill Climb attracted many unlicensed vendors and buskers. This year, enforcement stepped up and reduced illegal vending in the area, a first step toward successful legal vending on the Hill Climb. In 2017, a vendor was permitted by SDOT at the base of the Hill Climb, and the permitted vendor which sold hot dogs, met SDOT rules. However, the neighboring merchants who also sold hot dogs and similar fare felt that adjacency was a problem for brick-and-mortar establishments.

In the future, it is important that the waterfront have a well-curated, uniform system for vending at the Hill Climb along Alaskan Way. Currently, the permitting process does not allow SDOT Street Use to make any distinctions other than whether it meets SDOT rules. Friends thinks that a superior system would allow vending in the park right-of-way (ROW) and future park, taking into consideration food types, adjacency, and other factors. This needs to be addressed as part of the operating plan between Friends and the City.

OTHER ISSUES

With plenty of concealed spaces due to the physical infrastructure, the Hill Climb is a magnet for illegal activity such as graffiti, drug dealing and use, and illegal vending. In 2016, the installation of lighting, public art, staffing, and enforcement began to help move things forward in a positive direction. However, the Bakun building at the base of the Hill Climb is still empty, attracting bad behavior with no "eyes on the street" nearby. New Hill Climb business Seattle Beer Company feared it would have to move out shortly after opening in the location, and Procopio Gelato did not make it through construction and closed after being in their Hill Climb location since 1980.

Friends is engaging the City and WSDOT on temporary uses of the Bakun building during construction. The Bakun building could be a home base for food and beverage, a touch down place for MID and LEAD, and place for bathrooms and storage. With the Bakun building in use, especially with retail on the ground floor, the Pike Street Hill Climb could become more pleasant and useful through the course of the project and into the future. In spite of the challenges we are optimistic; pedestrian traffic has increased now that construction is complete, the Pike Place MarketFront is a draw for visitors, and the new plants are thriving and blooming.

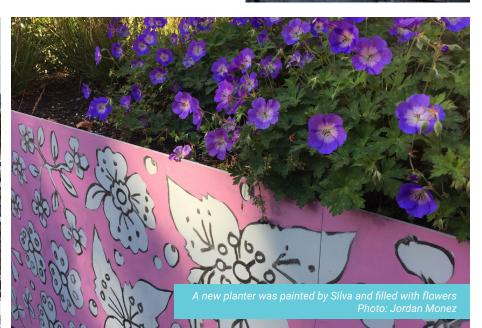
WATERFRONT ACTIVATION: PUBLIC ART

Public art is an important part of the future waterfront. Seattle's percent-for-art ordinance provides funding for permanent commissions in the 26-block park from world-renowned international and local artists. During construction Friends is focused on temporary art to activate spaces — like the Pike Street Hill Climb and Union Street — that need love.

In 2016, Friends partnered with Space.City, Urban Artworks, and the Downtown Seattle Association to create *Room for Change*, a temporary mural on the Pike Street Hill Climb. The mural was created as part of the Seattle Design Festival by local artist Carolina Silva. In 2017, Silva painted a new planter bed that was installed as part of the Hill Climb project. The mural has become a magnet for selfies, with people coming in special outfits to take their photo with it. People search for the mural, making it a now-recognizable location in an out-of-the-way part of the city. In addition to being a hub for photos, it also has attracted minimal graffiti, which is especially amazing considering the constant graffiti issue on the wall before the mural was painted.









INTERACTIVE ART INSTALLATION

In 2017, a new chain-link fence was installed by Seattle Parks and Recreation over the railing throughout Waterfront Park in order to meet safety requirements. Friends connected with Urban Artworks, a local non-profit dedicated to empowering youth through public art, to come up with ideas to artfully integrate the new fence into the park. Artist Megan Lingerfelt came up with an interactive project that would engage the public while being a durable solution for the site (extensive material testing was done in advance). Urban Artworks held public participation hours during kid-focused Hot Spot events, and the discs were so popular that they started to be taken by the public as souvenirs after visiting the park.

BUILDING BRIDGES

Friends is now leading a temporary mural project for Union Street with the support of Office of the Waterfront and Building Bridges Arts Collaborative artist Katherine Chilcote. The mural is a temporary installation for the site. A future permanent installation by Waterfront Seattle artist Norie Sato will be installed when the park is built.

The temporary mural for Union Street will depict historic moments from Seattle waterfront history via a panoramic view up the Duwamish River from the middle of Elliott Bay. Friends first connected with the Building Bridges Arts Collaborative during our spring lecture series, *The Source*. We partnered with HistoryLink to focus the event on canning labor history on the central waterfront and invited Building Bridges to present their recent mural project at the Washington State Labor Council's new location in Seattle's Central District, *The Jackson Street Workers Mural*.

From the artist statement: "Multiple viewpoints of the Duwamish River were included in this landscape painting, functioning as a scene which you can walk into while climbing the stairs. The mural landscape was inspired by an industrial view of the Duwamish River from First Avenue Bridge. The four circles placed within the painted shapes of portholes provide a zoomed in bird's eye view of labors of Elliott Bay.

The circles within the landscape are painted into the shapes of portholes from ships, as if you are seeing through a telescope or magnifying glass viewpoints of historic industries in Puget Sound. The industries which developed in parts of Elliott Bay, the Duwamish River and other parts of Washington's waterways were once stationed near to the mural site.

Scenes of fishermen, cannery workers, longshoremen, and log drivers have been painted into the circular porthole paintings. Looking out at Puget Sound both for its natural beauty and industrial history evokes feelings of both of the past and future. This mural will be viewed at a central waterfront location of Seattle that is about to be transformed. As pedestrians walk towards this mural it will evoke the rapid changes that are going to occur to these blocks of downtown."

Installation occurred November 22, and the mural is designed to be able to move to other locations in the future when Union Street is transformed along with the rest of the waterfront.

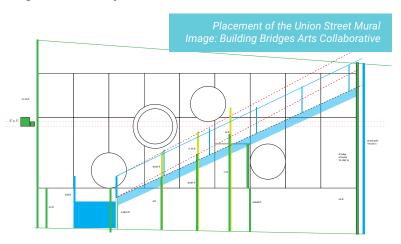






Image: Building Bridges Arts Collaborative

LOOKING TOWARD THE FUTURE: BEFORE & AFTER



PEDESTRIAN PROMENADE Image: James Corner Field Operations and City of Seattle



EAST SIDE OF ALASKAN WAY Image: James Corner Field Operations and City of Seattle

CONNECTING THE COMMUNITY WITH THE PROJECT



Our goal is to make the central waterfront a public mixing ground where all communities can share cultural, recreational, and civic experiences in a beautiful environment. To connect people with the project now, Friends uses various outreach methods and tools including:

- Public programming
- Exhibits and information in the existing Waterfront Park about the future park
- Our new website at www.friendsofwaterfrontseattle.org
- Interactive displays, such as: before/after viewfinders and 3D models of the project
- The new Friends augmented reality app available for download for tablet and smartphone
- Tabling at community events
- Our project showroom, Waterfront Space, open to the public five days a week.

LOOKING TOWARD THE FUTURE: AUGMENTED REALITY



THE NEW FRIENDS APP

The field of virtual and augmented reality (VR & AR) is quickly advancing and the technology is now found everywhere from classrooms to arcades. In 2017, Friends unveiled our own augmented reality app to use this technology to help the public visualize the future waterfront in a new way.

Working with local immersive technology company Studio 216, Friends designed the app to allow users to see the future park from two distinct vantage points — the Overlook Walk and Waterfront Park. By simply pointing the camera at a specially designed AR postcard, any smart device can be turned into a viewfinder, allowing users to experience 360° views of select locations in the park — no goggles required!



Check out the AR on your smartphone or tablet by downloading the Friends of Waterfront Seattle AR app at the iTunes or Google Play stores, and pointing the camera toward the map below.



A LOOK INSIDE THE APP!



AR view of future Overlook Walk created by Friends with Studio 216

AR view of future Waterfront Park created by Friends with Studio 216

AR AS OUTREACH

At Waterfront Space, a virtual experience of the future waterfront has provided a fun alternative to static displays, allowing visitors to touch and play. Guides show the Friends AR app to at least two visitors per day; it is also a great way to show the project outside of the Space, like at community events.

This technology has proven especially useful at events where Friends can use portable smart tablets to capture the imagination of anyone. In addition, AR is a great tool to familiarize Friends' partners and new hires with the Waterfront Seattle project. Friends will continue to add views along the waterfront in 2018.



Park visitors check out the future waterfront with the Friends Augmented Reality app. Photo: Robert Wade

CONNECTING THE COMMUNITY WITH THE PROJECT: OUTREACH



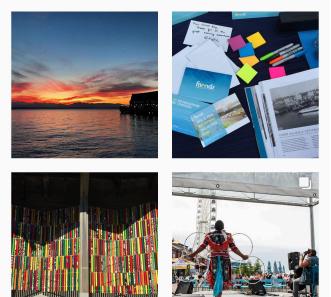
8,213 FACEBOOK FOLLOWERS



605 TWITTER FOLLOWERS



1,052 INSTAGRAM Followers



SNAPSHOT OF FRIENDS' INSTAGRAM FEED



FriendsWaterfrontSEA @friendsWFS · Jun 7 Save the date to kick off your summer with @kexp and Friends at #KEXPRocksTheDock July 1! Live music featuring The Thermals at #HotSpot



Friends of Waterfront Seattle January 31 · @

Pike Place Market MarketFront opens in 21 weeks! Save the date to celebrate June 29. http://ow.ly/dK37308xV2O



Pike Place MarketFront Grand Opening announced for June 29, 2017 - Pike...

OUR TOP FACEBOOK POST WITH A REACH OF 9.5K



ADVERTISING HOT SPOT ON THE SEATTLE CHINESE TIMES WEBSITE

CONNECTING THE COMMUNITY WITH THE PROJECT: OUTREACH



ONLINE ADVERTISING WITH CITY ARTS MAGAZINE



HOT SPOT POSTER AT ODDFELLOWS HALL

ADVERTISING

Focus for the Hot Spot outreach this year was on social media, web and radio advertising rather than printed materials, minimizing the impact on the environment while reaching the largest audience, however Friends did some strategic print ads to various populations, including local ethnic publications in multiple languages.

Underwriting was purchased on KEXP for the Hot Spot series with ads on KEXP's radio station, website, and pre-roll for the KEXP online app. Friends advertised the Hot Spot series in the Stranger's *Art and Performance Summer Quarterly* and in *City Arts Magazine*. We also produced printed event calendars in-house that were handed out at our Hot Spot events in Waterfront Park, at Waterfront Space, and at partner events such as the Summer at Seattle Art Museum.

In 2017, Friends launched a digital media campaign to promote Hot Spot and the Pike Place MarketFront Grand Opening. Print ads in *City Arts Magazine* and underwriting on KEXP 90.3 were complemented with ads on their websites, both popular places on the web for locals to get plugged into the culture of Seattle. Posters were distributed around the city by local business Polite Society.

Digital Impressions for our MarketFront grand opening and Hot Spot kick-off campaign reached 860,901 on local Seattle sites with a click through rate of .09% between June 1 and June 30. To specifically reach diverse audiences, Friends also placed inventory in *Seattle Chinese Times* and the *International Examiner*. IExaminer.org alone the ad made 102,378 impressions with a click through rate of .04% for the month of June.

PRINT & ONLINE OUTREACH

Friends sent out monthly e-newsletters to our list of 3,900+ with event information and links to our website event page with detailed information about each event. Friends email list is an engaged group with a 30% open rate, and the list grew organically by around 1,000 in 2017. Events were also included in Waterfront Seattle newsletters, which go out to a list of 10,000+ people.

Friends created a new Waterfront District Map with partners Downtown Seattle Association and neighborhood businesses to link the present neighborhood with the future park features, and we are distributing the map broadly on the waterfront.

In 2017, Friends launched a new website at www.friendsofwaterfrontseattle.org.

WATERFRONT STORIES

Anyone who has spent time on the waterfront has their own "waterfront story." In 2017, StoryKiosk, a tangible platform for recording stories in a public space, was implemented by Friends to begin collecting those stories from the public. The Waterfront Stories project designed by Friends allows us to capture human moments, perceptions of history, and the important connections that individuals have with place. The stories were recorded on video and will be part of a Waterfront Stories initiative that Friends will develop in 2018. These stories can be used in wayfinding and programming, with the aim to tell stories of a wide range of experiences and historical moments that happened on the Seattle waterfront

We asked participants to put a message in a bottle, and asked:

- What do you love about the waterfront?
- What is your first memory of the waterfront?
- What song would you put on a waterfront playlist?

The questions not only provided content for future projects and inspired visitors to tell their story, but it also created an opportunity to ask what people want from the future park and contributed a reason to talk about the project in a more in-depth and meaningful way. StoryKiosk participants at Pike Place Market, Waterfront Park, the Salmon Homecoming Celebration. Waterfront Space and Myrtle Edwards Park had so many different





perspectives regarding why they loved the park, what was meaningful about their experiences and what they want to see in the future park.

Friends looks forward to many more opportunities in bringing StoryKiosk to the public in the future. We are planning events for 2018 that will connect with a variety of people who have Waterfront Stories of their own. In addition to planning events to bring StoryKiosk to the public, Friends has connected with community partners like the Museum of History and Industry (MOHAI) and the Klondike Gold Rush Museum, with the goal to place a waterfront StoryKiosk to gather stories at museums that focus on local histories. We plan to use Waterfront Stories as part of the future park programming.





"I love the water because it is life and it's peaceful out there 1 view • 3 weeks ago

"Back then, the streets were just wooden planks ... '

"I made my very first doll out of kelp'



"Having the best time, seeing all that the Aquarium has to No views · 3 weeks ago





"One of the most heartwarming things I've

3 views · 3 weeks ago

"We love going on the boats

and we love the smell of the

2 views · 3 weeks ago

"I love the waterfront

because the views of the



"Spectacular beauty, and the views, the calming sound of

WATERFRONT STORY KIOSK





"Greeted every morning by nature ... "

A Pike Place Market resident speaks about the daily waterfront walk that connects her to nature.



"I love the waterfront, Native Pride, just the experience in general for being part of culture..."

A Tlingit man from Juneau recalls his family history of carving on the Seattle Waterfront during the Salmon Homecoming Celebration.



"Good ol' public process that would create a waterfront for all..."

The 48th Mayor of Seattle, Charles Royer (1978 to 1990), speaks about his involvement with the Waterfront Seattle project.



"I made my very first doll out of kelp ... "

The smell of seaweed at Pier 91 helps to recall a childhood memory of creating a kelp doll on the West Seattle waterfront.

THE WATERFRONT PROJECT SHOWROOM

Waterfront Space has been Friends' headquarters and the Waterfront Seattle project showroom for more than three years. Designed to be a place where the public can engage and learn about the waterfront project through displays and interactive exhibits, it also serves to host a range of public events. This multi-tiered approach has allowed Friends to reach around 600 people a month at Waterfront Space alone.

Hosting gatherings for diverse groups provides an opportunity to expose the waterfront project to people from Seattle and beyond. In addition to Friends' popular spring speaker series, The Source, Waterfront Space hosts community groups including regular neighborhood association meetings, arts events like the annual Cephalopod Appreciation Society meeting, networking events like Sustainable Seattle's Greendrinks, and lectures with local organizations like Space.City. In 2017 The Source events, hosted by Friends, featured speakers and panels from local organizations including Historylink, Long Live the Kings, and Velocity.

Working with community partners for Waterfront Space programming gets the project in front of potential advocates such as young local conservation leaders, the art and design communities, and downtown residents. As Friends' presence in the community strengthens over time, the large event turnouts have become increasingly important in Friends' goal to engage as many people as possible with the Waterfront Seattle project.

In 2018, Friends will continue to increase marketing to bring more visitors to the Space. Updated project images, new exhibits, increased virtual experiences of the future park, and more will continue to make the Waterfront Space experience informative, interactive, and unforgettable.



700 5 600 4 This graph shows the 500 relationship between Waterfront Space public 3 events and total monthly 400 **# PUB EVENTS** visitors # VISITORS 300 2 There is a positive correlation between number of public 200 events and total number of 1 visitors. 100 N Λ ΙΔΝ FEB MAR ΔPRII ΜΔΥ IIINF



activating the waterfront in all seasons to Marshall Foster Photo: Jordan Monez





Sierra Nelson, founder of CAS, gets a hug from her biggest fan Photo: Old Army Jacket Photo





Landscape architect Signe Nielsen spoke at Waterfront Space for a Space.City lecture event Photo: Jordan Monez



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STAFFING



Staffing for activation sites was provided by Friends team, with partners Downtown Seattle Association (DSA) and Metropolitan Improvement District (MID). Staff provided oversight of park activities and events, distributed games and information, collected data, enforced rules, and maintained public safety.

EVENT STAFF

Friends has two people staffing Hot Spot events in addition to professional audio technician(s), a photographer, and staffing from other organizations. For all events, at least six to eight people were involved with the planning and management of the event. Additional staff for events worked well for our summer programming season. This year, we added two part-time Friends team members for Hot Spot staffing, in addition to the everyday Park Ambassador. More part-time staff for events instead of fewer full-time event staff created more redundancy, which helped with scheduling.

PARK AMBASSADORS & MID

Friends contracted with the Downtown Seattle Association in 2017 to provide Park Ambassadors in Waterfront Park seven days a week from late morning until evening. This staffing model was successful, and the staff – one of whom worked as a Park Ambassador in 2016 – was very helpful with data collection and everyday maintenance. Their constant presence allowed them to get to know the park, our programming partners, and the regular park visitors.

In 2017, we partnered with the Aquarium to fund the position of the Downtown Park Ambassador at the Pike Street Hill Climb for the second year, provided by the MID. The Park Ambassador is a helpful presence at the Hill Climb and can also track data. The Park Ambassador gave directions, collected pedestrian counts, tracked removal of trash and graffiti, and recorded other observations. The Pike Street Hill Climb continues to be a challenging place to work, fortunately this year we found an Ambassador who was dedicated to the space and looks forward to the continued improvement of the Hill Climb and her role in making it a better place.



PUBLIC SAFETY & ENFORCEMENT

The existing waterfront has many challenges for public safety and enforcement with the nature of the physical infrastructure, established patterns of unlicensed vending, and low-level crime and social service needs. However, in the last few years we have made great strides in partnership with the City of Seattle Police Department (SPD) and Seattle Parks Department, the Seattle Department of Transportation (SDOT), the Metropolitan Improvement District (MID) and Downtown Seattle Association (DSA), the Aquarium, and other waterfront partners. By continuing this trend, we ensure a future waterfront that is safe and clean, encourages good behavior and meets people where they are for services, and is a place where people from all backgrounds can come together. Overall, public safety improved this year. See the Appendix for more in-depth enforcement data collection.

STAFFING & ENFORCEMENT

- Continued coordinated public safety convened by Friends with SPD, MID, SDOT Street Use, and LEAD.
- MID, SDOT Street Use, and LEAD.
 Continued to contract with DSA and MID for additional staffing, continuing a successful partnership first implemented in 2015.
- There was a 30% decrease in arrests and citations, according to SPD data, an improvement that is the demonstrated result of enforcement of illegal activity and consistent staffing compared to previous years. More regular police presence discourages criminal behavior before it happens.
- The Law Enforcement Assisted Diversion (LEAD) program's waterfront focus spearheaded by Friends has resulted in a high number of referrals and seems to be an effective way to manage problems and help connect people with social services. Social service for street disorder helps solve problems. Many people that are involved with low-level crime need help and the LEAD, MID, and Park Rangers can connect them to social services.
- Future dedicated park staffing is planned in larger numbers to engage the public and alert park visitors to rules (such as no smoking, unacceptable vending locations, etc.). This will help with issues of security without additional dedicated security personnel.
- Regular, consistent and immediate response with public interaction is more effective than many levels of enforcement with sporadic hours/days.
- There is a need for overnight security on the waterfront to secure amenities and prevent illegal behavior at night -leaving movable furniture out overnight likely gave an impression that overnight security was around to keep an eye on them, however, we did lose furniture to theft.
- 2016 was the first summer that SDOT, SPD and Park Rangers coordinated on illegal vending issues in an intentional way and continued this year to effectively eradicate most of the unlicensed vending on the waterfront this year.
- Parks Department Rangers reported that 2017 was the best year regarding permit compliance and patron behavior, and this year they only made eight visits to the waterfront from May through August. Through the coordination of the waterfront community by Friends with SPD, LEAD, and SDOT street use and the waterfront businesses, sustained focus and coordination has allowed us to achieve these results.
- Predictable hours of enforcement created an atmosphere of "waiting until enforcement leaves" to set up unpermitted vending; changing hours around helped to put an end to some of the persistent unpermitted vendors on the waterfront.

PHYSICAL SPACES & AMENITIES

- Physical improvements and amenities in the park and other public spaces encourage the perception of safety as well as good behavior, with more positive activity and "eyes on the street"
- Graffiti is mostly found in areas of the waterfront that are neglected and in disrepair, such as the Union Street steps between Western Avenue and Alaskan Way. When this happens, we engage MID on removal.
- Public art helps to curb graffiti issues, making a space feel loved and cared for prevents destructive behavior.
- The current waterfront lacks adequate bathrooms, as the only public restrooms are located at Pier 57 and Colman Dock. Accessible bathrooms will prevent issues with public safety due to human waste in public spaces.
- Establishing clear sightlines in public spaces helps to curb illegal behavior, and areas with limited visibility attract undesirable behavior like drug use and public urination.





The future park will need ample, well placed, intentional infrastructure to support programming and park users. Infrastructure needs to support daily use, cultural events, educational programming, and recreational activities. In addition to supporting use of the park, infrastructure can create a sense of place and recognizable icons, like the Hot Spot canopy in the existing Waterfront Park.

PARK INFRASTRUCTURE: WHAT DO WE NEED?

- Protection from the elements is essential for year round use of the park, including tents, canopies, awnings, heating, shade, indoor spaces, and covered bus stops.
- Adequate support for artists and musicians including a green room near performance areas, ample cover from the elements for instruments, a stage that can be used for dance, and safe storage for their belongings.
- Good sound for live music, DJs, theater and other performance events. Sound equipment will be upgraded in 2018 to increase overall production quality and allow for a greater variety of acts and artists.
- Infrastructure to support events that can be brought in for winter programming, like the Showmobile stage truck. Musicians are not going to risk their instruments in bad weather by playing on an open stage outside of July and August, but people will come to concerts during all seasons if you provide the right infrastructure and have protection from the
- you provide the right infrastructure and have protection from the elements.Sports courts and soccer pitches. Friends is working with the
- Sounders FC RAVE Foundation on a mini soccer pitch for Pier 62, and exploring options for bringing other types of sports to the waterfront.
- Operations headquarters and secure storage for Park Ambassadors and other park staff to store belongings while on duty.
- Pre-approved numbers, sizes, and typologies of temporary shelters and structures partners can bring to support their community events. Permitting on the shoreline is high-level, time-consuming, and expensive; we cannot expect other community groups to bear that process.
- Temporary infrastructure to support programming such as pull-up barges, Airstream trailers, and mobile bathrooms.
- Vending requires infrastructure including but not limited to: bathrooms with hot water to support food trucks, structures, power, and secure storage.



- Toilets, which are essential to the daily use of the waterfront and for keeping the park sanitary.
- Ample trash cans that are attractive, clean, and easy to use as well as recycling cans (currently absent from Seattle Parks) are key for a clean waterfront.
- Larger events with concert promoters will be able to provide infrastructure for major events, and in the future 2022 and beyond – ticketed events. However, there will always be a need for infrastructure to support community organizations with "plug-and-play" waterfront programming.
- Ample power, and access to power in the right locations. For the future park, we will need more power for larger
 performance events like live music, activities like ice skating; and will need secure power sources in multiple locations
 throughout the park. Special amenities like ice skating will require 500 AMP power.
- Lighting is critical for use of the park after dark, and provides safety and ambiance. However, lighting needs to serve or support the shoreline ecosystem. Artistic light to create a spectacle or festive atmosphere needs to be part of programming, especially in the shoulder seasons.
- Wi-Fi is needed to support events, reach a wider audience, bring people to the park during work hours, and support vending.
- Vending stations that provide a variety of options for vendors of various types of goods (food, flowers, books, coffee, etc.), in all weather conditions, and for various locations. For example, in some parts of the park a food truck is a great option, while others, like the Overlook Walk, will require a cart.
- Infrastructure that supports all ages, including the very young and the elderly, including seating that can be used by those with mobility challenges, passenger drop off areas and parking, elevators and ramps.

PARK INFRASTRUCTURE: MAINTENANCE & STORAGE

- With millions of visitors to the waterfront each year, sanitation and cleanliness must be consistently managed.
- Daily plant watering in summer is critical to keep plants alive and healthy, and protect investment in plants. Watering twice a day to establish plants was key to thriving landscaped beds at the Hill Climb, even though they were planted at the beginning of the dry season.
- Promenade planters need to be maintained and watered regularly. Temporary planters installed along the promenade were unkempt, but now manicured and watered.
- Waste management service on a regular basis and is essential to a well maintained waterfront. Garbage cans in the right-of-way (including the promenade and Pike Street Hill Climb) are frequently found to be overflowing.
- Additional trash service is necessary at peak times of the summer tourist season and for large events.
- Toilets need to be maintained frequently and must be open for long hours to prevent people from using public space as a toilet.
- Pressure washing restrictions on the shoreline require special equipment to contain runoff for water that can be disposed of in an alternate location. In the future, special equipment is needed (or an understanding if standard pressure washing will be allowed with new infrastructure). Pressure washing for the Light Penetrating Sidewalk (LPS) requires special considerations and procedures currently being devised.

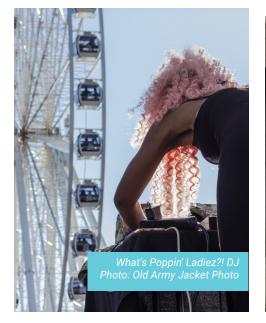




Deseo Carmin performing at Hot Spot Photo: Robert Wade













APPENDIX

HOT SPOT EVENT VISITOR COUNTS

Date	Event Name	Highest Count
7/1/17	KEXP Rocks the Dock	600
7/2/17	Reggae by the Sea	170
7/8/17	Summer Sunsets on the Pier with Reflect	280
7/9/17	Ballard on the Waterfront	80
7/15/17	2017 Parkour Visions Classic	100
7/15/17	Beat Masters 5th Annual Zulu Producers Edition with 206 Zulu	260
7/16/17	Schools Out Kid's Festival	130
7/22/17	Live Music	95
7/23/17	Funk & Soul by the Sound	95
7/29/17	K - Pop Now!	185
7/30/17	Garfield Jazz on the Waterfront	55
7/30/17	What's Poppin' Ladiez?! Showcase	245
8/5/17	Garfield Jazz on the Waterfront	75
8/5/17	Fish-n-chips 1 vs. 1 All-Styles Dance Battle with 206 Zulu	180
8/6/17	Dance Church Megachurch	250
8/6/17	Fun in the Sun - Live Music and DJs	70
8/12/17	Verano en Seattle	110
8/13/17	Blues Sunday with Highway 99 Blues Club	120
8/19/17	Eight hours of So(u)I with Au Collective	225
8/20/17	Cephalopod Appreciation Society at Waterfront Space	85
8/20/17	City of Music: Seattle's Sonic Landscape	115
8/26/17	City Arts Presents High Tide with DayShift	115
8/27/17	City Arts Presents High Tide	110
9/2/17	Americana Festival	150
9/3/17	Americana Festival	90
9/8/17	Canadian Sound with the Consulate General of Canada in Seattle	70
9/9/17	Canadian Sound with the Consulate General of Canada in Seattle	70
9/10/17	Canadian Sound with the Consulate General of Canada in Seattle	95

Hill Climb			Sum of
	Sum of Male	Sum of Female	Sum of Children
7/5/17	86	126	36
7/6/17	89	134	45
7/7/17	85	115	37
7/8/17	85	101	37
7/9/17	80	85	45
7/12/17	72	85	37
7/13/17	10	20	10
7/14/17	76	130	49
7/15/17	125	150	65
7/16/17	90	110	42
7/19/17	45	75	35
7/20/17	82	97	38
7/21/17	60	65	35
7/22/17	95	120	55
7/23/17	96	98	39
7/26/17	60 50	70	25
7/27/17	59 25	76 45	22 20
7/28/17 7/29/17	35 50	45 60	20 15
7/30/17	60	80	30
8/2/17	55	70	20
8/3/17	60	75	35
8/4/17	65	80	25
8/5/17	30	60	15
8/6/17	80	100	35
8/9/17	90	110	35
8/11/17	75	95	35
8/12/17	90	110	45
8/13/17	30	40	15
8/23/17	55	90	15
8/24/17	40	70	25
8/26/17	75	100	20
8/27/17	55	85	15
8/30/17	25	45	10
8/31/17	45	70	5
9/1/17	55	90	15
9/2/17	75	90	20
9/3/17	75	105	35
9/6/17	30	30	0
9/7/17	40	45	10
9/8/17	20 50	20 65	0 15
9/9/17 9/10/17	50 75	80	15
9/10/17	40	45	10
9/15/17	35	60	10
9/17/17	40	45	10
9/20/17	25	25	5
9/21/17	30	30	5
9/22/17	40	45	5
9/23/17	30	35	10
9/24/17	15	25	5
9/25/17	40	50	50
9/28/17	50	60	5
9/29/17	25	25	0
9/30/17	55	55	15

WATERFRONT PARK AMBASSADOR COUNTS

Grand Total	Male Counts	Female Counts	Children
July Total	1,440	1,842	717
July Percentages	36%	46%	18%
August Total	870	1200	350
August Percentages	36%	50%	14%
September Total	845	1025	240
September Percentages	40%	49%	11%%

HILL CLIMB DATA

Concierge Services	July	August	September	Total
Directions	2,824	2,064	2,347	7,235
Transit Assistance	87	62	80	229
Map or Brochure Handout	97	36	64	197
Other	33	47	72	152

Observations	July	August	September	Total
Illegal Vendor	27	21	0	48
Drug Activity	26	30	30	86
Alcohol Activity	22	43	15	80
Panhandling	23	19	29	71
Tent	7	5	21	33
Public Urination	0	0	0	0
Other	21	5	1	27
Sleepers	5	0	0	5
Music/Band	1	4	0	5
Skateboarder	1	0	0	1
N/A	14	1	1	16

Type of Maintenance	July	August	September	Total
Cardboard Removed	20	135	141	296
Bags of Trash	0	2	8	10
Syringe	20	21	28	69
Human Feces	1	2	1	4
Urine Removal	32	19	25	76
Garbage Can Top-Offs	2	2	6	10
Illegal Dump	0	40	0	40
Graffiti	1	1	6	8
Animal Feces	1	0	0	1

SEATTLE POLICE DEPARTMENT REPORTS

Date	Hours	Arrests	Citations	Verbal Warnings	Parks Trespass Admonishments	LEAD referals	Successful LEAD referals	Fines
5/30 - 6/4	25	1	7	8	0	0	0	0
6/5-6/11	25	1	9	12	1	0	0	0
6/12 - 6/18	22	0	6	13	0	0	0	0
6/26 - 7/2	25	0	8	14	2	0	0	0
7/3 - 7/9	23	0	7	15	0	0	0	0
7/10 - 7/16	28	1	12	20	3	2	1	\$900
7/24 - 7/30	26	1	9	17	2	1	1	\$1,200
7/31 - 8/6	25	0	6	16	0	0	0	0
8/7 - 8/13	25	0	9	14	0	0	0	0
8/14 - 8/20	16	0	6	11	1	0	0	0
8/21 - 8/27	16	0	8	14	0	0	0	0
9/4 - 9/10	8	0	3	4	0	0	0	0
9/11 - 9/19	16	1	7	6	0	0	0	0
9/18 - 9/24	25	0	5	11	0	0	0	0
9/25 - 9/30	25	0	8	9	2	0	0	0
Totals								
	330	5	110	184	11	3	2	\$2,100

