



friends
of WATERFRONT SEATTLE
ACTIVATION REPORT 2018



Dancers at Traces of Us, a site specific dance at Hot Spot
Photo: Old Army Jacket Photo

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WATERFRONT SEATTLE



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 scheduled removal of the Alaskan Way Viaduct (early 2019) has opened the way for a new waterfront park. Designed by James Corner Field Operations, this project is called Waterfront Seattle.

A celebration of Seattle's working waterfront, Waterfront Seattle enables the expansion of partner institutions like Pike Place Market and the Seattle Aquarium, while making the urban shoreline more accessible by foot, ferry, water taxi, light rail, bike, bus, and automobile. Dynamic programming in the park will celebrate all communities and cultures, establishing the waterfront as a place where Seattleites and visitors alike can gather to appreciate our spectacular natural environment. Community partners are key to producing successful events that bring people to the waterfront for cultural, recreational, and educational programming.

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 (Friends) is the nonprofit partner to the City of Seattle, helping to execute, steward, and program the waterfront park through a public-benefit partnership. Friends' mission is to build awareness, fundraise, and lead strategies that support the long-term health of the park, all with the goal of ensuring the waterfront is beautiful, vibrant, and welcoming to all.



WATERFRONT SPACE: VISIT US!

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



ACTIVATING URBAN PARKS TODAY

Friends is a partner in the Urban Parks Activation Partnership with the Downtown Seattle Association, Metropolitan Improvement District, Alliance for Pioneer Square, Seattle Parks Foundation, and the Seattle Parks and Recreation Department in Occidental and Westlake Parks. In 2015, Friends launched a waterfront pilot project — Hot Spot — to activate the existing Waterfront Park as research and development for the future waterfront.



2019: PIER 62 OPEN

Construction is underway to rebuild Pier 62, the first piece of our future waterfront park that will open to the public in 2019. Friends will partner with the City of Seattle and others to program it as a flexible year-round space with things locals love: music, soccer, volleyball, food trucks, markets, festivals, and much more.

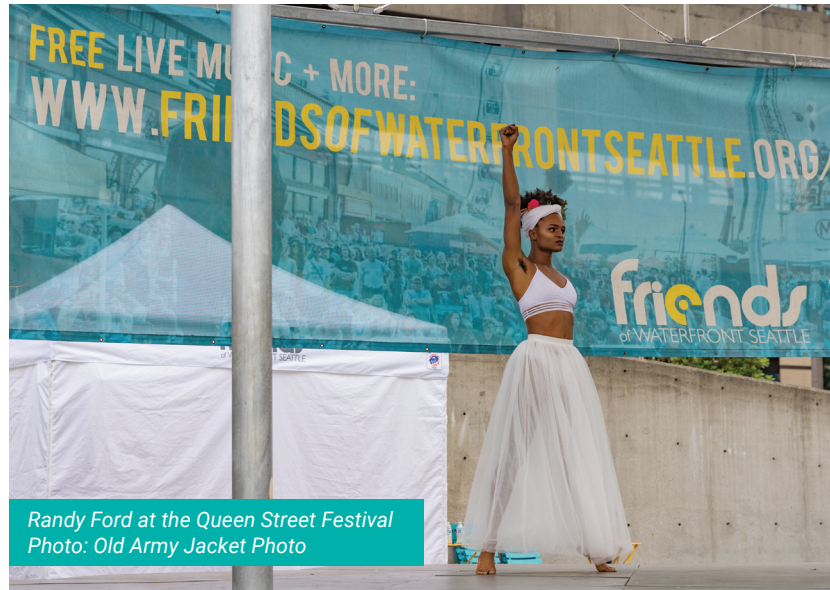


2023: WATERFRONT PARK

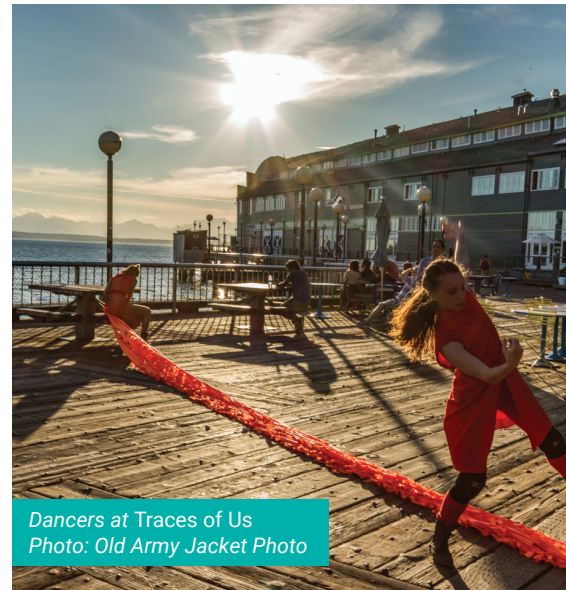
With more than six years of community input, tens of thousands of public comments, a bold vision from James Corner Field Operations (JCFO), committed leadership, and thoughtful planning, the City of Seattle is taking advantage of its once-in-a-century moment to capitalize on infrastructure projects —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



Seattle's future waterfront park footprint - from Pioneer Square to Belltown



Randy Ford at the Queen Street Festival
Photo: Old Army Jacket Photo



Dancers at Traces of Us
Photo: Old Army Jacket Photo



Kids at City Arts on the Waterfront
Photo: Robert Wade



Geoffery Castle at Summer at the Soccer Octagon
Photo: Robert Wade



Goody Baggs and audience at Funky Dance Party
Photo: Old Army Jacket Photo



Drummer from Breaks and Swells at Funky Dance Party
Photo: Old Army Jacket Photo

friends
of WATERFRONT SEATTLE

FROM RESEARCH TO REALIZATION

Waterfront Programming Report 2018



After more than a decade of public input, the Alaskan Way Viaduct is scheduled for demolition, and the Seattle waterfront is on its way to becoming a vibrant public park. The Waterfront Seattle project is a once-in-a-century opportunity to transform Seattle's central shoreline into a dynamic, safe public space that is welcoming to all and used year round.

Friends of Waterfront Seattle, the project's nonprofit partner to the City of Seattle, is building awareness and leading strategies that support the park's long-term health. The shared goal of Friends and the City is to make the waterfront a beautiful space where everyone can enjoy transformative cultural, recreational, and educational experiences.

WATERFRONT SEATTLE GUIDING PRINCIPLES

- Create a waterfront for all
- Put the shoreline and innovative, sustainable design at the forefront
- Reconnect the city to its waterfront
- Embrace and celebrate Seattle's past, present, and future
- Improve access and mobility for people and goods
- Create a bold vision that is adaptable over time
- Develop consistent leadership from concept to operations

To implement the guiding principles, Friends and the City will manage the future park through a joint delivery model, with the City providing enhanced maintenance services and Friends managing activities, programming, and security. Since 2015, Friends has successfully operated in public space on the waterfront, gaining on-the-ground experience with pilot projects including:

- Hot Spot at existing Waterfront Park (Pier 58)
- Kayak tours along the new Elliott Bay Seawall
- Improvements to the Pike Street Hill Climb, Union Street, and the waterfront promenade

Pilot projects on the waterfront have demonstrated that well-programmed public spaces with adequate infrastructure, amenities, and security create active, accessible places for people.



KEXP Rocks The Dock, 2018
Photo: Robert Wade

KEY LEARNINGS: 2015 – 2018

1

Community partners are key in creating successful events that bring Seattleites and visitors to the waterfront for cultural, recreational, and educational programming.

2

On-the-ground, consistent, dedicated leadership by an organization laser-focused on the park is critical to positive outcomes.

3

For the park to be used in all seasons, places for park visitors to linger out of the rain and programs that keep people moving are essential.

4

Experimentation is key in informing strategies and trying new ideas, as change is what keeps locals returning throughout the year.

A CLOSER LOOK: PUBLIC SAFETY COORDINATION

With so many people accessing the waterfront, safety is a top priority — as Friends’ pilot projects have identified. Innovative security programs have changed the landscape of how the community engages in safety and produced extremely positive outcomes. Improvements to the built environment, such as murals, have reduced graffiti and vandalism. Future daily and overnight security will help to keep the waterfront a safe, clean, and lively destination that is welcoming to all.

WHAT MAKES A GREAT URBAN PARK? PROGRAMMING!

A great park is accessible, comfortable, active, and social. Friends deploys a proven, three-pronged strategy to create successful, well-managed, safe public space that is welcoming to all:



Diverse programming
brings people to the waterfront, ensuring spaces are dynamic and lively



Public safety enforcement
creates a safe atmosphere where rules of conduct are followed



Meeting people where they are
addresses social service needs on the waterfront



Gypsy Temple & Misvnderstood at KEXP Rocks the Dock, 2018
Photo: Robert Wade

MEETING PEOPLE WHERE THEY ARE WITH LEAD

Law Enforcement Assisted Diversion (LEAD)
A law enforcement–led diversion program supported by a unique coalition of law enforcement agencies, public officials, and community groups

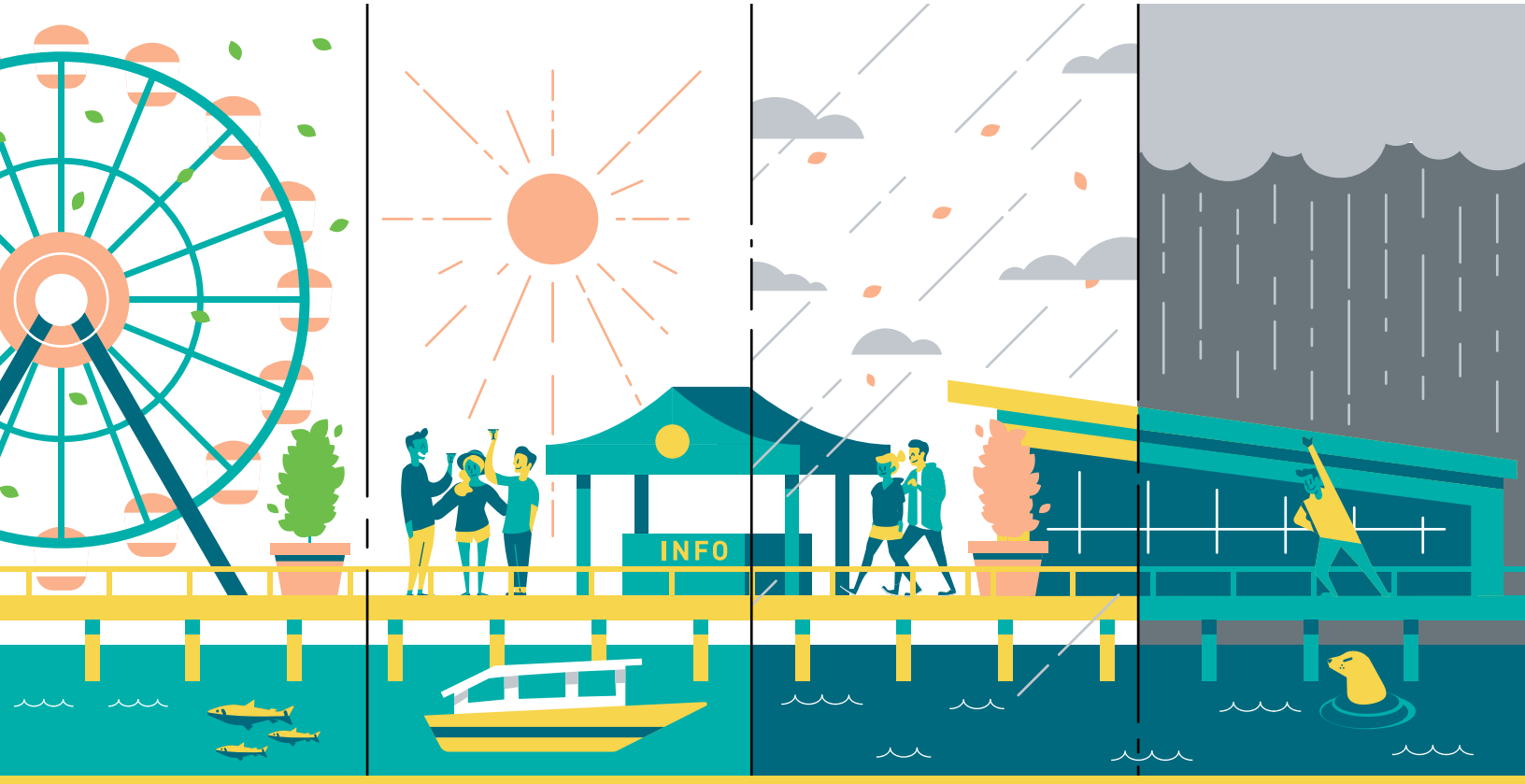
Friends, Historic Waterfront Association, Metropolitan Improvement District (MID), Seattle Police Department (SPD), and outreach workers collaborate to achieve positive outcomes

Goal: Improve community health and safety by allowing officers to redirect low-level offenders engaged in street-level drug possession, sales, or sex work to community-based services instead of jail and prosecution. In 2018, LEAD services were expanded to include mental health situations.

Since the LEAD waterfront focus began in 2016, the waterfront has seen a 30 PERCENT DECREASE in citations and arrests as a result of LEAD community engagement and patrols with LEAD-trained officers.

ENGAGING THE ENTIRE CITY THROUGHOUT THE YEAR

The vision for the future waterfront park is an accessible and inclusive space that welcomes all people during every season. Friends’ community partnership model attracts partners and their followers to the waterfront to enliven the park and allows locals to see the central waterfront anew. Cultural, recreational, and educational programming brings Seattleites to the waterfront and introduces tourists to Seattle culture. With the right infrastructure, future programming will scale up to create reasons to visit the waterfront year round.



ESSENTIAL AMENITIES FOR PEOPLE

Problem: Public bathrooms on the waterfront are few and far between, which limits the time visitors will spend on the waterfront and can lead to sanitation issues	Solution: Friends provided portable restrooms on the waterfront from May through September for the last four years (2015-2018)
Outcomes: Public bathrooms were successfully managed without incident, and people lingered at events and the sidewalk cafe	What Friends Learned: Robust, daily park staffing, monitoring, and servicing yielded frequently used, clean, and safe restrooms

COMMUNITY PROGRAMMING

The future waterfront park will provide a distinctive space for communities across the region to convene, creating a sense of place and uniting different cultures. Friends has jumpstarted the transformation of the Seattle waterfront into an arts and culture hub with diverse events for park users to enjoy. By providing a new platform for community organizations from neighborhoods throughout Seattle, programming can connect new audiences to the waterfront.

Community Events on the Waterfront, 2015 – 2018



Live music of a variety of genres



Dance competitions and site-specific performances



Movement classes



Kayak tours of the Elliott Bay Seawall



Pop-up markets



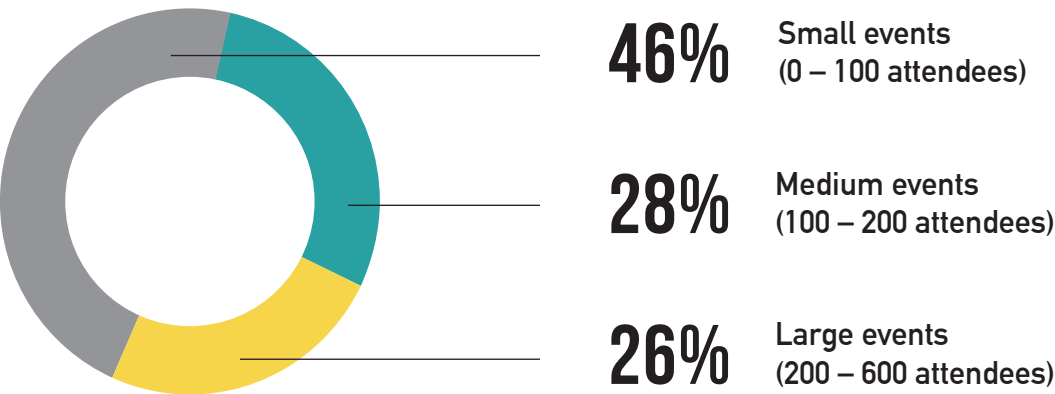
Support of Salmon Homecoming Celebration

During the course of Friends’ pilot projects, Friends aimed to bring consistently scheduled programming to the existing Waterfront Park (Pier 58) with small, medium, and large summer events as well as special events in all seasons. In the future, year-round data collection is imperative to provide Friends the information it needs to meet the evolving needs of park users and achieve the park’s mission. Data will help us to innovate and adapt to changing conditions, needs, technologies, and demographics throughout the life of the park.



Ayo Dot & The Uppercuts at Do 206 on the Bay, 2018
Photo: Robert Wade

Friends presented a variety of Small, Medium, & Large Events at Hot Spot to meet demand



Hot Spot Attendance Highlights, 2015 – 2018



RECONNECTING THE CITY TO ITS WATERFRONT

Removal of the Alaskan Way Viaduct will extract a physical, psychological, and sonic barrier from the city and its shoreline, and transportation options to the future waterfront park will grow. Overlook Walk, a land bridge offering views, gardens, play areas, and food and beverage, will allow people to reach the waterfront from Pike Place MarketFront without crossing a street.



COMMUNITY SPACES FOR ALL

Community Organization:

206 Zulu is a nonprofit organization that utilizes hip hop culture and arts as an outlet for community empowerment, education, and social change.

Problem:

206 Zulu needed a new place to produce their events when Washington Hall, their dedicated venue, was undergoing its 2015 renovation. Friends connected with 206 Zulu to be part of the inaugural year of Hot Spot.

Solution:

Friends hosted 206 Zulu events, Fish-N-Chips and Beatmasters, at existing Waterfront Park (Pier 58). Even after Washington Hall’s renovation was complete, 206 Zulu continued their events on the waterfront and expanded programming to other Seattle public parks.

Outcomes:

- 206 Zulu continued their annual programming at Hot Spot in addition to being an anchor organization at Washington Hall.
- Inspired by their experience with free public programming at Hot Spot, 206 Zulu expanded their events into other Seattle Parks.
- Friends will program the future park beginning with Pier 62, and will enhance event infrastructure to grow events with community partners.
- The future waterfront park will provide public spaces for a variety of events, becoming a satellite event location for organizations and institutions from neighborhoods throughout Seattle.



Guided kayak tour of Elliott Bay Seawall 2018
Photo: Rhoades Clark, courtesy of DSA.



Image courtesy of James Corner Field Operations and the City of Seattle

LOOKING TO THE FUTURE: PIER 62

Ready in 2019, Pier 62 will be the first piece of the new waterfront park to open to the public. This one-acre site will be a canvas for a range of public uses in every season — from music to soccer to kayak tours and more — with the right layers of infrastructure and amenities. Friends is using its experience and community engagement to enliven the pier with diverse programming for all in every season.

THE WATERFRONT IS A PLACE FOR ALL. HOW WILL YOU EXPERIENCE THE PARK?

Learn more about Friends and upcoming events at:
www.friendsofwaterfrontseattle.org

Sign up to be part of the future park:
www.friendsofwaterfrontseattle.org/sign_up

Learn more about the construction of the future park:
www.waterfrontseattle.org



Drummer in Goody Baggs playing at Funky Dance Party
Photo: Old Army Jacket Photo

COMMUNITY PARTNERS

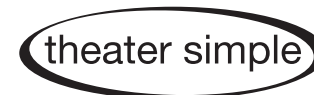
WATERFRONT PARTNERS



2018 PROGRAMMING PARTNERS



Kate Wallich



PROGRAMMING SUPPORTERS



NORDSTROM



SITE MAP



SEATTLE'S CENTRAL WATERFRONT

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

Spanning the shoreline from Belltown to 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.

ACTIVATED SITES

Waterfront activation sites in 2018 included Waterfront Park, the Pike Street Hill Climb, Union Street, the Alaskan Way Promenade, and Bell Harbor Marina.

Included in these sites are public open spaces, north-south connections along Alaskan Way and the Elliott Bay Seawall, and steep east-west access points from downtown. Key lessons from waterfront activation in the areas of programming, infrastructure, sanitation, staffing, access, and safety will inform future park 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 (WSDOT) ferries and King County water taxis at Colman Dock on Pier 52. At Pier 66, tourists arrive en masse via cruise ships and many walk south toward existing Waterfront Park upon arrival. Public transportation by bus and light rail runs primarily along 3rd Avenue, four steep blocks from the waterfront.

Launched in 2018, the free Waterfront Shuttle offers hop on/off service along the waterfront. The Waterfront Shuttle provides service every 20 minutes, seven days per week, from 10 a.m. to 8 p.m., and offers rides to major Seattle locations, including Pioneer Square, Pike Place Market, Seattle Center, other central downtown attractions, and parking. Available through September 2019, shuttle details can be found at downtownseattle.org.



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 people with mobility challenges visiting attractions on the waterfront as well as for people who live outside of transit-served areas in our region.

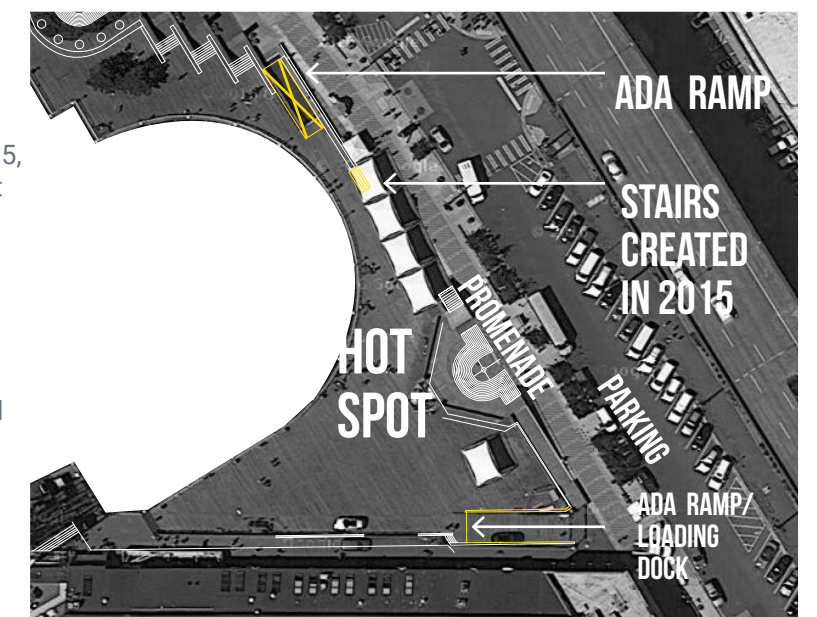
Several garages offer short-term parking convenient to the waterfront at street parking prices. DowntownSeattleParking.com is a good resource to find parking options. Net loss of waterfront parking is a barrier to public access; to address this challenge, the city is working to make more subsidized parking 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 and the University of Washington's 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 opened up significantly with the completion of the Elliott Bay Seawall. Plans are underway for street improvements between the Seattle Aquarium and the Olympic Sculpture Park.



WATERFRONT ACTIVATION

RECONNECTING THE CITY TO ITS WATERFRONT

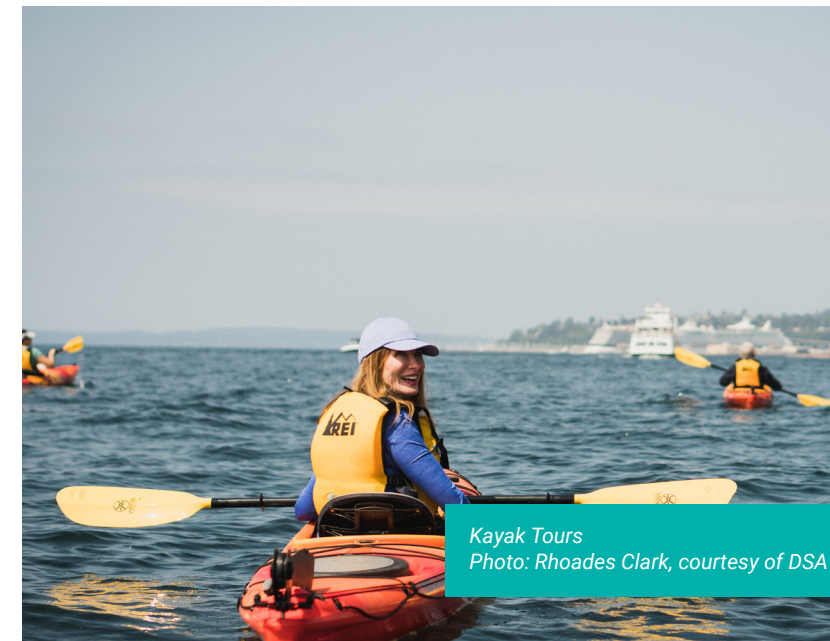
The Waterfront Project will reconnect Seattle to its shoreline. After more than a decade of public input, the Alaskan Way Viaduct is scheduled for demolition, and the project will build a network of physical and visual connections between the waterfront and the rest of the city. The steep topography of Seattle requires improvements that increase access to the waterfront via the east-west connections, which are a key part of the innovative features that will bring people to the waterfront. The biggest design move will be Overlook Walk, a landscaped pedestrian bridge between Pike Place Market and the waterfront. As visitors move down from the elevated city to the shoreline on Overlook Walk, they will enjoy elevated views and play slopes with slides and climbing features for all ages.

East-west connections throughout the project will be improved with streetscape design, public art, landscape plantings, wayfinding, iconic kiosks, and elevators. In the last four years, Friends of Waterfront Seattle has implemented pilot projects at Pike Street and Union Street to add public art, landscape features, and plants to enhance existing east-west access to the waterfront. Partner projects, including the Free Waterfront Shuttle, connect people to the waterfront as well as Seattle destinations, like Seattle Center and King Street Station.

Connecting the city to the waterfront also requires getting the waterfront on people’s “mental map” of Seattle. Friends’ projects that do this include: the creation of a Waterfront District map featuring future park features alongside existing retail, opening Waterfront Space to the public, and inviting community organizations to program the waterfront at Hot Spot events. Diverse events on the waterfront create opportunities for people to come together and connect on common ground. Looking to the future, Friends will augment the park with authentically Seattle restaurants and retail, transforming the waterfront into a dynamic district of its own.



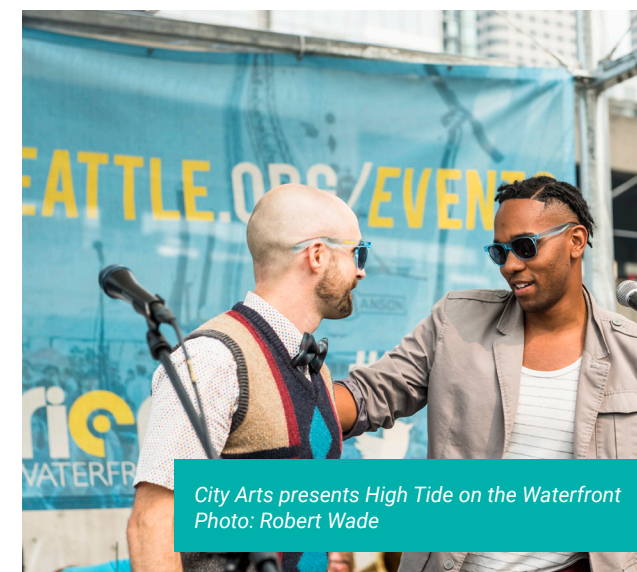
Kids at Traces of Us
Photo: Old Army Jacket Photo



Kayak Tours
Photo: Rhoades Clark, courtesy of DSA



Soccer Octagon
Photo: Robert Wade



City Arts presents High Tide on the Waterfront
Photo: Robert Wade



Najaebeats wins the 2018 206 Beat Masters Competition
Photo: Old Army Jacket Photo



Audience at the Queen Street Festival
Photo: Old Army Jacket Photo



Audience at City Arts on the Waterfront
Photo: Robert Wade



HOT SPOT

PRESENTED BY



FREE WEEKEND EVENTS ON THE WATERFRONT JULY—SEPTEMBER, 2018

WWW.FRIENDSOFWATERFRONTSEATTLE.ORG/EVENTS

The Thermals at 2017 KEXP Rocks the Dock

Join Friends of Waterfront Seattle this summer for free community events for all ages at Waterfront Park on Pier 58! 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 realize the park's social, environmental, economic, and cultural potential.

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 during July through September weekends.**



JULY 2018 EVENTS

2017 What's Poppin' Ladies?!

**JUL 7
3 - 7 PM**

KEXP ROCKS THE DOCK
Awesome local bands kick off the Hot Spot season with the third 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: Stas Thee Boss and Nappy Nina, Misundvrstood & Gypsy Temple, Breaks and Swells, and DJ & Emcee OCNotes

**JUL 8
12 - 8 PM**

BEACH PARTY
Start your summer with fun in the sun. Local bands bring reggae and surf music to Hot Spot.
Featuring: Wet City Rockers, Surf Monk, Speak Easy

WATERFRONT PARK // PIER 58 // 1401 ALASKAN WAY

**JUL 14
12 - 4 PM
AND
JUL 15
12 - 8 PM**

SUMMER AT THE SOCCER OCTAGON
Friends and the Seattle Sounders FC RAVE Foundation celebrate the World Cup Finals weekend with fun, family-friendly bands and activities for soccer fans at the Soccer Octagon.
Featuring 7/14: Tai Shan, Geoffrey Castle, and Nolan Garrett
Featuring 7/15: Marina Christopher, Christy McWilson, Brian Vogan and his Good Buddies



**JUL 21
AND 22
4:30 PM &
7:30 PM**

TRACES OF US: A SITE-SPECIFIC DANCE
Kinesis Project dance theatre, led by choreographer Melissa Riker, creates a magical world along Seattle's historic Waterfront Park. Experience a dance about time, memory, perspective, and connection. The performance is a third, powerful collaboration between Melissa Riker and Kinesis Project with costume designer Asa Thornton and Seattle's own visual artist, Celeste Cooning, famous for her large-scale, hand-cut sculptural textiles for public spaces.
Featuring performances at 4:30 PM and 7:30 PM on Saturday and Sunday

**JUL 28
12 - 8 PM**

K-POP NOW!
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!

**JUL 29
12 - 8 PM**

206 ZULU BEAT MASTERS
The 7th 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.



AUGUST 2018 EVENTS

**AUG 4
AND 5
12 - 8 PM**

HIGHWAY 99 BLUES CLUB PRESENTS BLUES AT PIER 58
Highway 99 Blues Club is an exciting venue for blues culture and music located right here on the Seattle Waterfront in a 1909 brick building.
Featuring 8/4: Honey Mustard, Drummerboy, Patti Allen & Monster Road, and DJ/MC Sean Donovan aka Gator Boy
Featuring 8/5: Nick Vigarino, Big Road Blues, Joe Blue & the Roof Shakers, and DJ/MC Sean Donovan aka Gator Boy

**AUG 11
12 - 8 PM**

VERANO EN SEATTLE
Spend your Saturday in the sun with performances from local artists playing music with roots in Brazil, Venezuela, Argentina, Mexico, Paraguay, and beyond.
Featuring: Adriana Giordano, Correo Aereo, and Deseo Carmin

**AUG 12
12 - 8 PM**

DO 206 ON THE BAY
Spend your Sunday Funday with hot Seattle artists curated by Do206, a one-stop online event resource for Seattle.
Featuring: Swatkins & the Positive Agenda, Ayo Dot & the Uppercuts, Hoshin, and AuzSantiago

Au Collective's 8 Hours of So(u)l

AUG 18
10 - 8 PM

CITY ARTS PRESENTS HIGH TIDE ON THE WATERFRONT

City Arts presents High Tide on the Waterfront, two days of live music, DJs, dance, performance art, and more at Waterfront Park. Come ready to party and enjoy the summer City Arts-style.
8/18: Get set for the biggest daytime dance party on the waterfront. Start the morning with Dance Church with Kate Wallich, and stay for DJs curated by JET featuring: *Double Sunrise Club, Stas Thee Boss, Monroe, Calico, Reverend Dollars, La Nina, Tony Shark*
8/19: Expect a full day of fun for the entire fam with circus arts, performance art, live bands, comedy, and other assorted weirdness. *Featuring: The Pazific, Acrobatic Conundrum, Filthy FemCorps, Eurodanceparty USA, and Baby Gramps*

AUG 19
12 - 8 PM

AUG 25
12 - 5 PM

QUEEN STREET FESTIVAL

Queen Street Festival is a series of dance performances created and produced by Au Collective, a community of dancers, choreographers, and artists from varied disciplines that develop relatable and engaging dance art. This amazing live performance will feature dope QTPOC artists.

AUG 25
5 - 8 PM

206 ZULU FISH-N-CHIPS

206 Zulu brings back the 4th Annual All-Styles Dance Battle on the waterfront. The All-Styles Battle is a competition 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.

AUG 26
12 - 8 PM

FUNKY DANCE PARTY

Papa's Got a Brand New Park. Spend your Sunday in the sun with live music from local bands!
Featuring: Marmalade, Goody Bag, and Breaks & Swells



People at the Friends information table at Hot Spot
Photo: Robert Wade



Abel Rocha of Correo Aereo at Verano en Seattle
Photo: Old Army Jacket Photo



Misundvrstood & Gypsy Temple performing at KEXP Rocks the Dock
Photo: Robert Wade

SEPTEMBER 2018 EVENTS

2017 Dance Church

**SEP 1
AND 2**
12 - 8 PM

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. Curated by Tobias the Owl, the waterfront Americana Festival features some of Seattle's best Americana bands.
Featuring 9/1: Sarah Gerritsen & the Shadow Catchers, The Local Strangers, Kara Hesse, Tobias the Owl (solo)
Featuring 9/2: The Drifter Luke, The W Lovers, and Tobias the Owl (full band)

**SEP 14
AND 15**
10 - 9 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 programs such as traditional gatherings, Pow Wows, Cedar Canoe events, and a holistic program of related environmental educational activities. Friends is proud to provide support for this annual event, celebrating its 26th year in Waterfront Park.



Dancers and audience members dancing at Traces of Us
Photo: Old Army Jacket Photo

WWW.FRIENDSOFWATERFRONTSEATTLE.ORG/EVENTS

WATERFRONT ACTIVATION: AMENITIES

Amenities are what keep waterfront park vibrant all summer long. By providing food, games, furniture, shade and rain structures, and performance space, Friends invites people to spend some extra time enjoying Seattle's beautiful waterfront.

Games like cornhole and soccer are enjoyed by all ages even when weather is not ideal. Furniture and shade make the park hospitable throughout the day and complement the Hot Spot stage to support dynamic events. Food and beverages permitted and distributed in The Fisherman's Restaurant sidewalk café further enhance the waterfront park experience. Together, the amenities provided by Friends welcome people to experience our urban shoreline in a new way, and serve as a preview of its future as a vibrant, dynamic park.



HOT SPOT PAVILION

Friends partnered with the University of Washington Department of Architecture to lead a studio project that designed a canopy installation for Waterfront Park.

Installed in 2015 (stage canopy) and 2016 (pavilion canopy), 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 stored during the winter months, reducing wear on structures and ensuring safety in high winter winds. There is an urgent need for adequate equipment storage on the waterfront.

SIDEWALK CAFÉ

In 2015, Friends partnered with Fisherman's Restaurant to provide food and beverage amenities for concert goers during events at Hot Spot.

As the first permitted sidewalk café in a Seattle park, the partnership created more reasons for people to stay longer at Waterfront Park by providing refreshments during our live music events. The family-friendly café is open to all with no purchase necessary. In 2018, the sidewalk café continued to create a more enjoyable atmosphere for Hot Spot attendees and generate business for Pier 57. User feedback indicated the desire for more diverse food and beverage options on the waterfront.



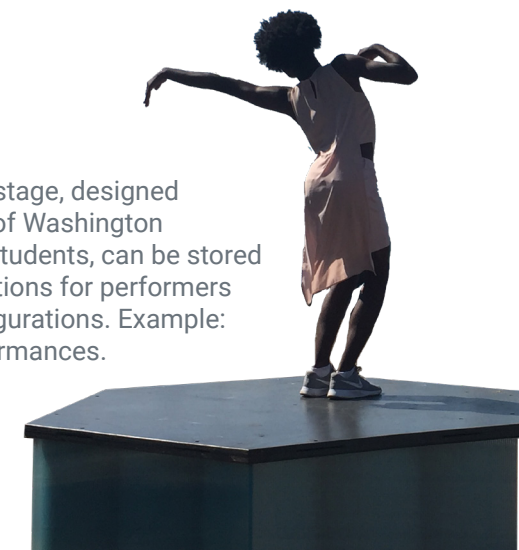
MOVEABLE FURNITURE

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 modular Hot Spot stage, designed and built by University of Washington architecture graduate students, can be stored easily, and provides options for performers wanting different configurations. Example: Showcasing solo performances.



GAMES & SPORTS

The Sounders RAVE Foundation Soccer Octagon has been a hit at the park, allowing people of all ages to play pick-up games of soccer with Sounders players, friends, and strangers. The Soccer Octagon is also a pilot for a small soccer pitch that's being designed for the future Pier 62. In addition to soccer, custom cornhole sets are a simple way to bring activity to any part of the park and are frequently used.

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

WATERFRONT ACTIVATION: PROGRAMMING FINDINGS

BUILDING COMMUNITY PARTNERSHIPS

Community partners are key to putting on successful events that bring people from the Seattle area to the waterfront for cultural, recreational, and educational programming. Beginning in 2015, Friends has collaborated with community groups across Seattle to present free public programming that is open to all, through the Hot Spot pilot program. This community-partner model brings established arts and community groups to the waterfront, introducing visitors to Seattle's rich multiculturalism, while encouraging Seattleites from across the city to visit and embrace the city's downtown waterfront. Through building relationships with community partners, we found:

- Community partners bring their communities to the waterfront.
- Diverse performers bring a diverse audience.
- The future park will need to accommodate programming in a no-hassle process, from permitting to execution, for the waterfront to be a viable venue for community events.
- Featuring a mix of emerging and established artists creates opportunities for up-and-coming performers.
- Established artists and events bring their devoted audiences to the waterfront.
- 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, allows many groups to develop a sense of pride in their community, and shares and celebrates budding talent.

PROGRAMMING FOR ALL SEASONS

Seasonal programming keeps the waterfront active year round. Friends has proven that people will visit the waterfront for fun events in below-freezing weather, light rain, and strong sun. The right infrastructure and activities for the weather — such as heat lamps, rain cover, and ice skating for winter — will be key to a successful, all-season park. Through programming the waterfront in summer, fall, winter, and spring, we found:

- Providing structures for shade and shelter from rain is necessary for year-round use of the park.
- Indoor spaces with outdoor access allows for park programming in bad weather.
- Storage for temporary programming infrastructure is essential to accommodate events in all weather and supports programming.
- 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 summer season and providing weather-resistant structures in colder months is important for year-round use of the waterfront.
- People want to be active on the waterfront, especially on cooler days, and programming can leverage this demand.
- Hot and cold weather presents challenges for performers. Strong sun can be exhausting for performers on stage, and in cold weather heat lamps are necessary for artists to be able to play their instruments. The future waterfront needs adequate shade and year-round weather protection for both user and performance areas.

AMENITIES TO SUPPORT PROGRAMMING

A vibrant, well-used park must provide amenities to visitors to allow them to spend time at the park, be comfortable, and have things to do all day. We all need to eat, drink, use the bathroom, and be able to easily access the park. In providing amenities, like moveable furniture, games and a sidewalk café in partnership with Fisherman's Restaurant, we found:

- Food and beverage amenities are needed to support programming and daily park use.
- Games encourage interactions among strangers and invite diverse groups to linger.
- Indoor spaces 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 four years, bathrooms monitored by Friends with daily service have been a success.
- More wayfinding, signage, and educational displays about the park and seawall are needed.
- Moveable furniture allows people to change the park to meet their needs.



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

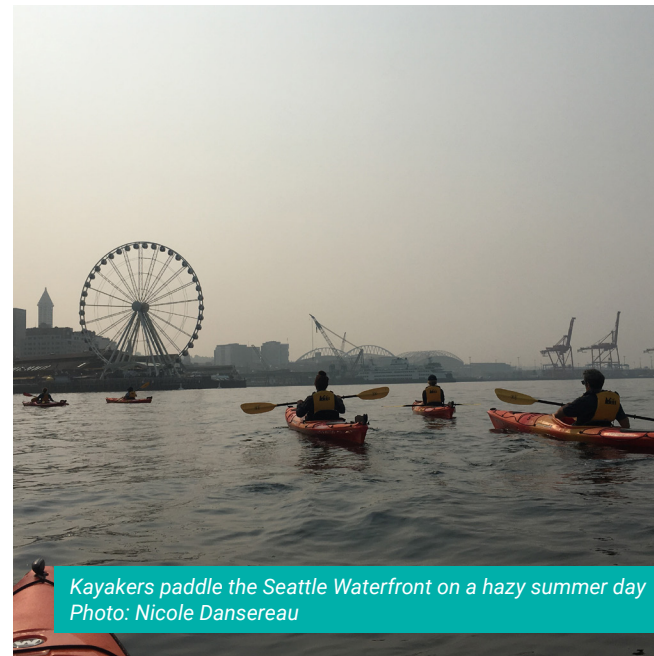
Traces of Us
Photo: Old Army Jacket Photo

WATERFRONT ACTIVATION: RECREATION

AN ACTIVE WATERFRONT

Seattle's central waterfront is already a destination for recreation. Even with construction on the seawall and Pier 62, 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 acrobatics, kayaking, movement classes, soccer, taekwondo, yoga, and more as part of our pilot programming. These programs, in collaboration with recreational companies, nonprofits, and community groups like the Seattle Sounders FC RAVE Foundation and REI, provide valuable information about what it takes to create an active waterfront throughout the year.

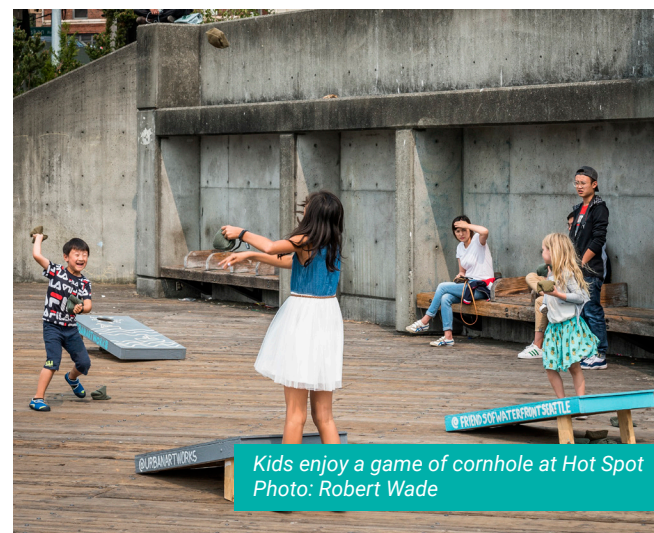
With an eye toward 2019, Friends continues to build a network of recreational partners and are ready to bring more active programming to the future Pier 62 in the form of ice skating, movement classes, soccer, and other seasonal activities. Seattle is fortunate to enjoy mild winters and dry summers. Adequate infrastructure will allow the waterfront to stay active all year long.



Kayakers paddle the Seattle Waterfront on a hazy summer day
Photo: Nicole Dansereau



Taekwondo exhibition at Hot Spot
Photo: Old Army Jacket Photo



Kids enjoy a game of cornhole at Hot Spot
Photo: Robert Wade



Dance Church movement class
Photo: Old Army Jacket Photo



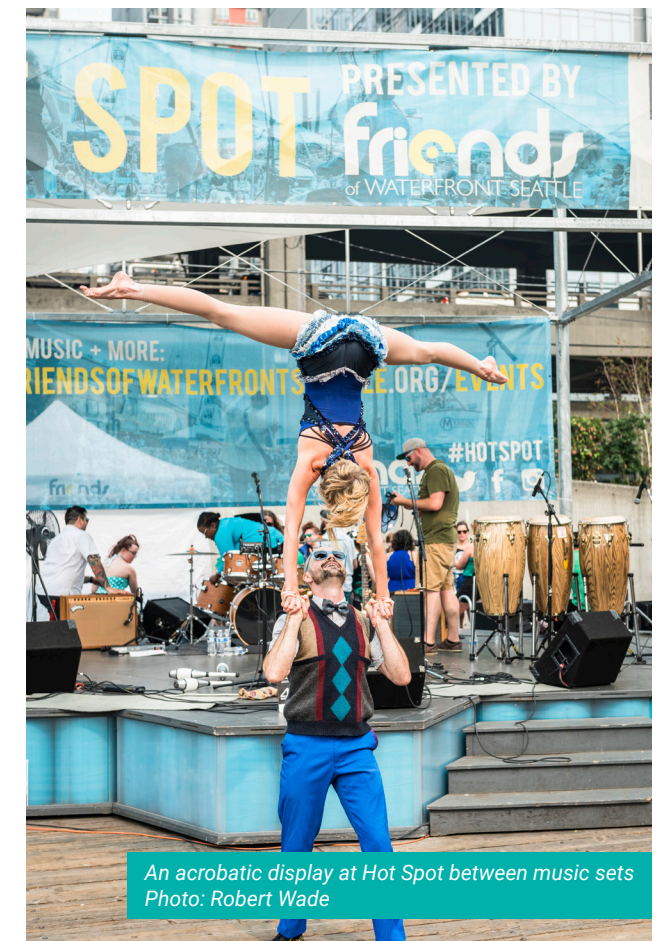
Parkour Visions Classic
Photo: Robert Wade



Kayaks head under piers to see the seawall
Photo: Rhoades Clark, courtesy of DSA



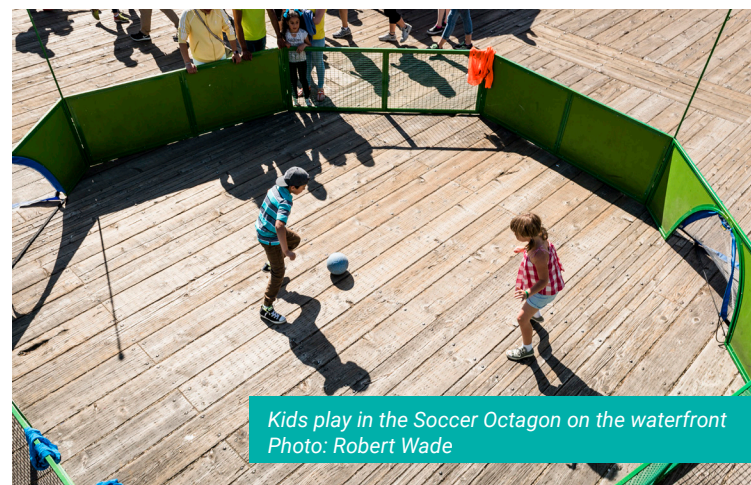
Hot Spot attendees watch an acrobat at Hot Spot
Photo: Robert Wade



An acrobatic display at Hot Spot between music sets
Photo: Robert Wade



Dancers at a 206 Zulu Dance Battle at Hot Spot
Photo: Old Army Jacket Photo



Kids play in the Soccer Octagon on the waterfront
Photo: Robert Wade

WATERFRONT ACTIVATION: RECREATION

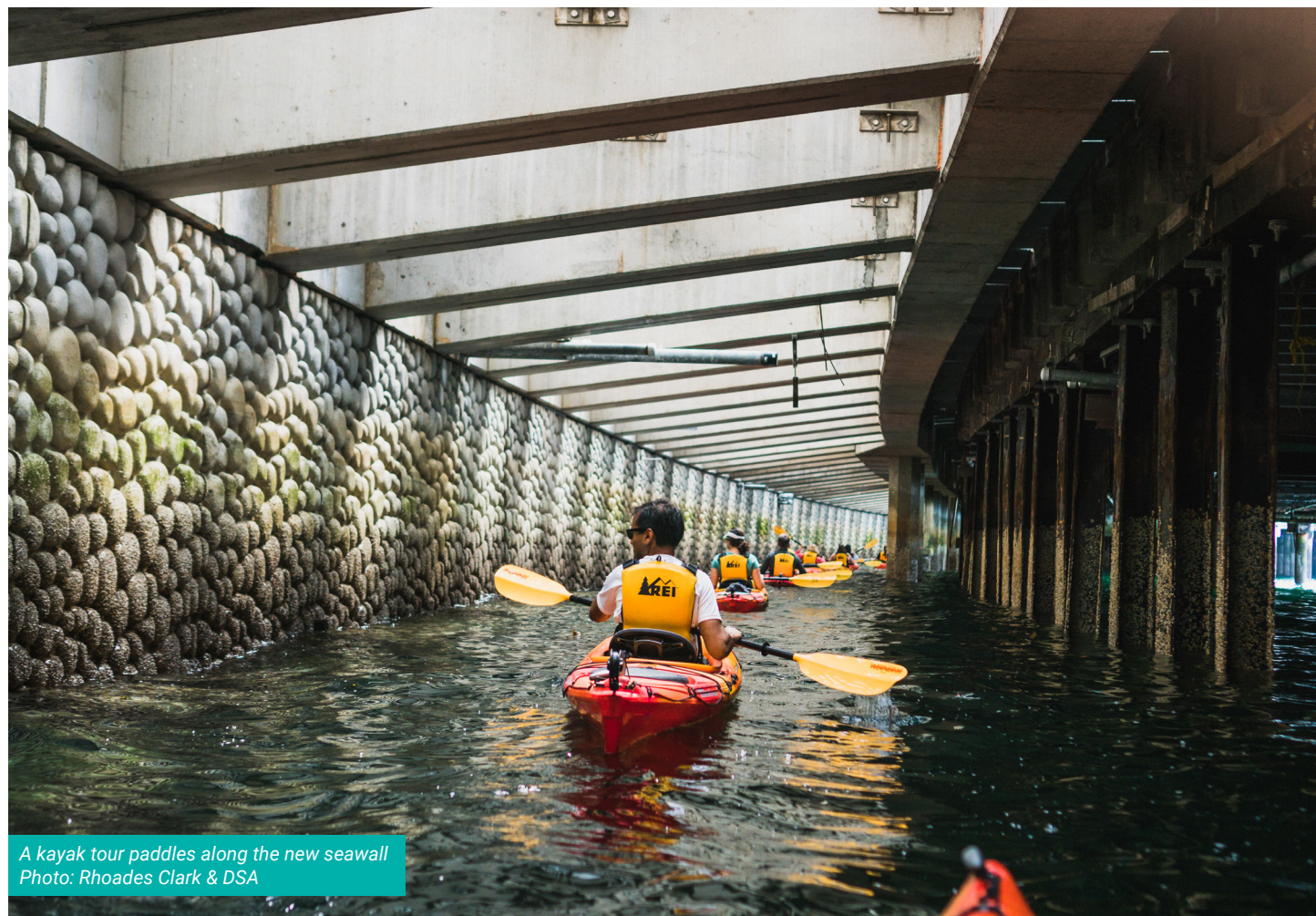
GETTING ON THE WATER: KAYAK TOURS

Kayak tours are a great way to tell the story of the seawall and its benefit to wildlife. Getting on the water to see what lies beneath the light-penetrating sidewalk is an exciting way to understand how the seawall provides ecological benefits to salmon and other marine creatures.

In 2017, Friends partnered with the Port of Seattle and REI to begin guided kayak tours at Bell Harbor Marina. A few test paddles from various locations and a handful of guided tours gave Friends an idea of what it means to bring groups of kayakers along the downtown waterfront. In 2018, Friends expanded on the kayak pilot program, based on lessons learned in 2017, and organized 17 days of kayak tours for numerous stakeholders, partner organizations, community groups, and the media.

For the 2018 kayak pilot program, Friends partnered with environmental experts from the University of Washington's Seawall Research Team and the Port of Seattle to bring an important educational component to REI-guided paddles. Before getting on the water, each tour group enjoyed brief presentations from experts about the history of Seattle's waterfront, the story of the new seawall, and the ecological benefits it facilitates. These presentations enhanced the tour experience by providing context and findings on the latest seawall research from the researchers themselves.

Looking toward 2019, Friends will continue to scale up kayak tours as a component of recreational waterfront programming. The 2019 kayak program will incorporate lessons learned from past tours, including streamlined planning and set up. In addition, Friends will explore different kinds of tours that introduce the Waterfront Project and Elliott Bay in new ways.



A kayak tour paddles along the new seawall
Photo: Rhoades Clark & DSA



Lead scientist on the UW seawall research team, Jeff Cordell, explains seawall research before a kayak tour.
Photo: Rhoades Clark, courtesy of DSA



REI preps kayaks in the Bell Harbor Marina before a tour
Photo: Rhoades Clark, courtesy of DSA



A kayak tour traversing the piers
Photo: Rhoades Clark, courtesy of DSA



Crustaceans and algae growing on the new seawall
Photo: Nicole Dansereau

KAYAK TOUR SURVEY RESULTS

HOW CLOSELY
DID THE
KAYAK TOUR
MEET YOUR
EXPECTATIONS?

100%
Met or exceeded
expectations

DID YOU HAVE
FUN?

100%
Yes

HOW MUCH DID
YOU LEARN?

100%
Learned between
some and a lot

WERE THE KAYAK
TOURS THE RIGHT
AMOUNT OF TIME?

6%
Would like
less time
24%
Would like
more time
70%
Perfect

WOULD YOU
RECOMMEND
THE TOURS TO
OTHERS?

100%
Yes

WATERFRONT ACTIVATION: CULTURE

CULTURAL PROGRAMMING

Since 2015, Friends has partnered with Seattle arts and community groups to bring cultural programming to the waterfront. In 2018, Friends continued to work with a range of partners to activate waterfront park during Hot Spot, our pilot summer event series.

Friends aims to showcase the diverse cultural landscape of Seattle, bring locals from across the city to the waterfront to engage with the waterfront project, and build relationships that will carry into the future park and programming.

By establishing the waterfront as a destination for cultural programming now, Friends is working to ensure its vibrancy into the future.



Audience at the Queen Street Festival
Photo: Old Army Jacket Photo



Dancers at 206 Zulu All-Styles Dance Competition
Photo: Old Army Jacket Photo



Taekwondo demonstration at KPop Now!
Photo: Old Army Jacket Photo



Ayo Dot & The Uppercuts performing at Do 206 On The Bay
Photo: Robert Wade



Breaks and Swells performing at Funky Dance Party
Photo: Old Army Jacket Photo



Deseo Carmin at Verano en Seattle
Photo: Old Army Jacket Photo



Participants in the KPop Now! dance competition
Photo: Old Army Jacket Photo



Bouton performing at Queen Street Festival
Photo: Old Army Jacket Photo



Filthy FemCorps at City Arts on the Waterfront
Photo: Robert Wade

WATERFRONT ACTIVATION: EDUCATION

EDUCATIONAL PROGRAMMING

Seattle’s waterfront makes a beautiful classroom. With access to Elliott Bay, Puget Sound, and Seattle’s bustling downtown, the waterfront provides unique learning opportunities for exploring ecology, environmental design, architecture, and the ways in which urban growth interacts with the natural environment.

In 2018, Friends used the waterfront as an outdoor classroom during our pilot kayak tour program. Seawall kayak tours provided an up-close look at an innovative ecological design project. Experts from the University of Washington Seawall Research Team and the Port of Seattle Environmental Program taught kayak tour participants about seawall history and nearshore habitat improvements of the new wall.

Throughout the school year, Friends worked with local schools to share the waterfront project with students. Starting in Waterfront Space, the showroom and information center for the Waterfront Project, then a walking tour of the shoreline, Friends team members provide an in-depth look at the design and functions of the future park for elementary through graduate school students. The Source speaker series in Waterfront Space is another way Friends has harnessed educational opportunities of the waterfront and the future park. Attendees of The Source Series hear from a range of artists, scientists, and historians about the past, present, and future of the waterfront, during free educational talks open to the public.

Experiences from educational programming today will inform how we transform the waterfront into a center for education in the future. In partnership with Antioch University’s environmental education program, Friends will build a comprehensive plan for education. Programming will be greatly enhanced by the Seattle Aquarium and its expansion, the Ocean Pavilion, which will be built in the future park and serve as hub for learning about ocean health and conservation.



Kayakers getting instructions from an REI guide
Photo: Rhoades Clark, courtesy of DSA



Friends team member sharing the Friends AR application
Photo: Jordan Monez



Design rendering of Seattle Aquarium expansion
Photo: James Corner Field Operations



Matthew Mateo, Senior Environmental Planner at the Port of Seattle, explaining the history of the seawall before a kayak tour
Photo: Rhoades Clark & DSA



Source Series: Art event in waterfront space
Photo: Robert Wade

WHAT WOULD BRING YOU TO
THE WATERFRONT MORE OFTEN?
HOT SPOT ATTENDEES ANSWERED:



WATERFRONT ACTIVATION: QUALITATIVE SURVEYS

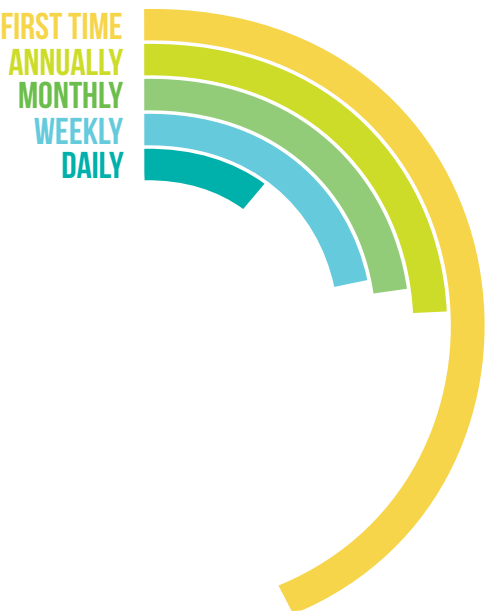
For the past three years, Friends has been collecting data on park user experience at Hot Spot via qualitative surveys. These user surveys give Freinds team members better insight into who is using the waterfront and how, what is working or not working on the current waterfront, and what current users want out of the future park. User surveys collected on the current waterfront will inform future data collection techniques and will provide and important baseline for future analysis.

In 2018, Friends collected more than 250 surveys, half of which were collected in the park, and the other half online, distributed through eBlasts and social media posts.

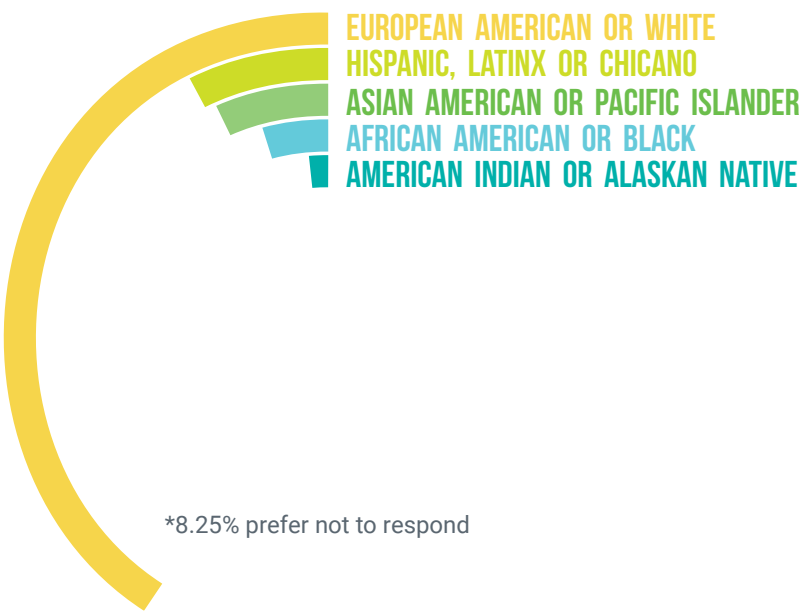
- The majority of users surveyed were from Seattle, between the ages of 25 and 34, and identify as European American or White.
- 36% of the users surveyed visit the waterfront monthly, showing an increased number of locals on the waterfront from last year.
- Overall experience and perceived safety were positive.
- Accessibility was also ranked high. 47% of surveyed visitors walked to the waterfront and 30% took personal vehicles.

PROFILE OF SURVEY PARTICIPANTS

HOW OFTEN DO YOU VISIT THE WATERFRONT?

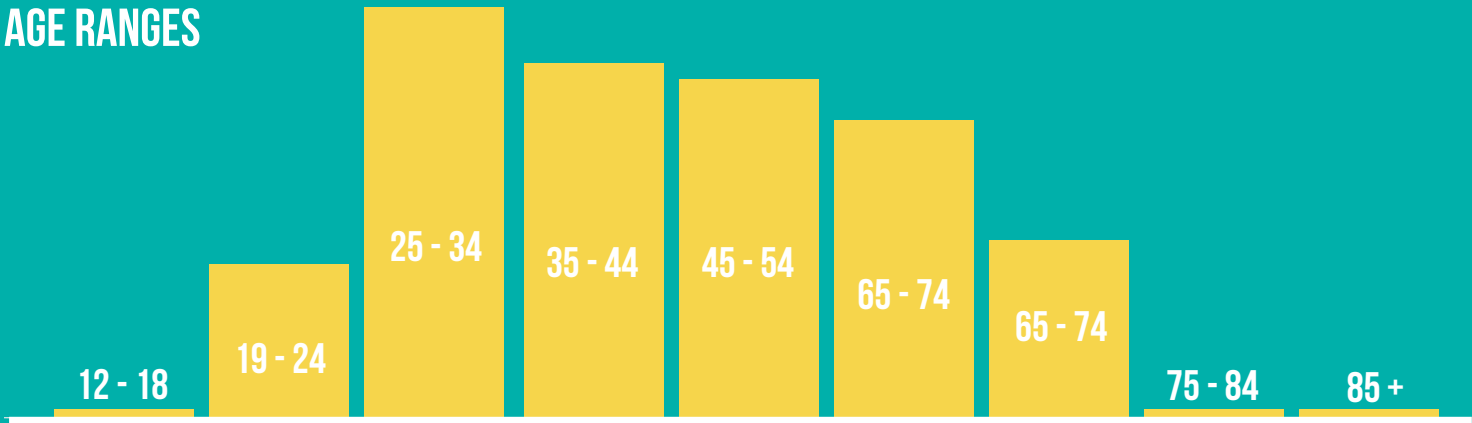


WHAT IS YOUR ETHNICITY?



Each year, Friends’ survey program has expanded. However, a more robust data collection effort is necessary to develop a broader baseline on which future park success can be measured. In 2019, the opening of Pier 62 brings an opportunity for this deepened investment. In the future, Friends will design methodology and gather data on the number 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.

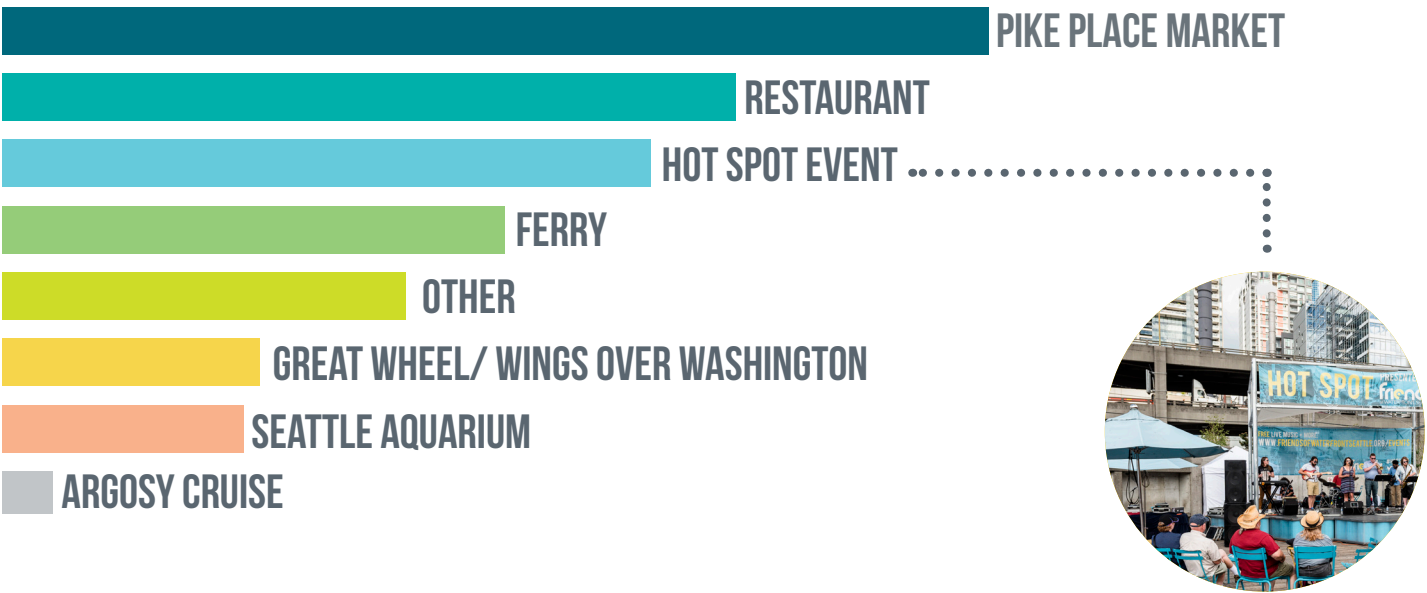
AGE RANGES



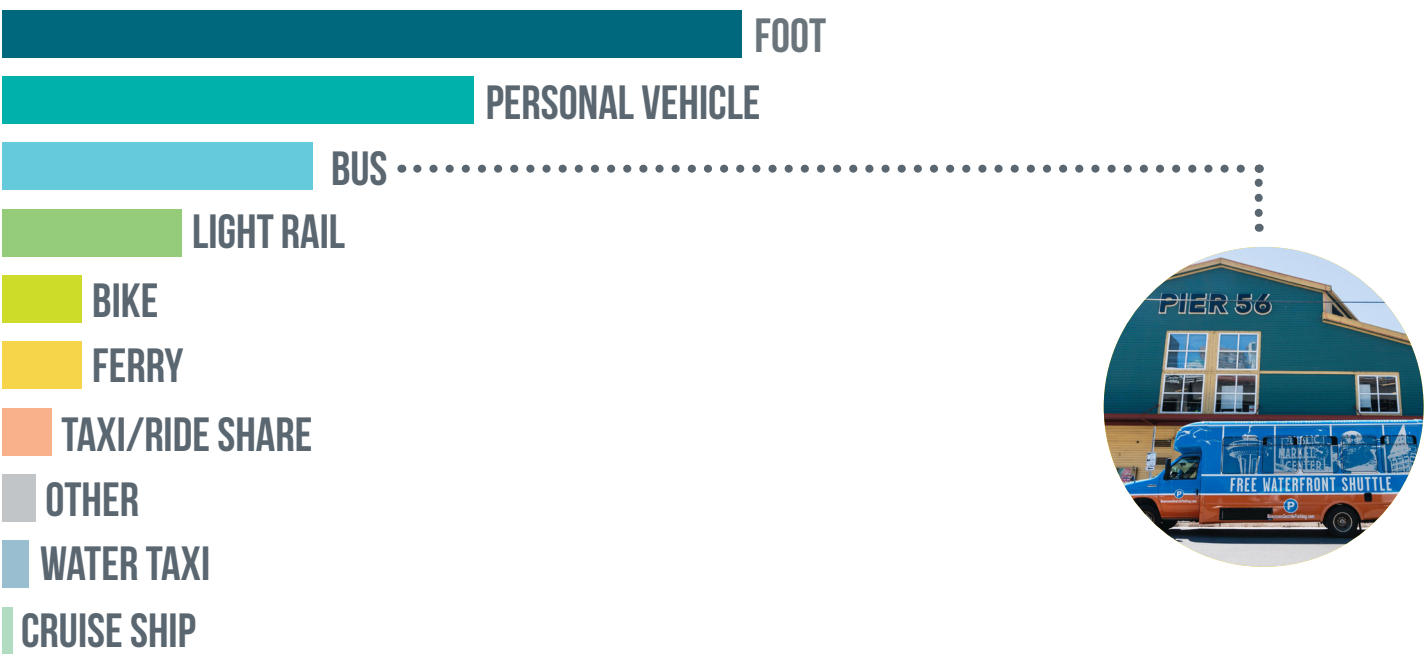
WHERE ARE YOU COMING FROM?



WHAT DID YOU DO?



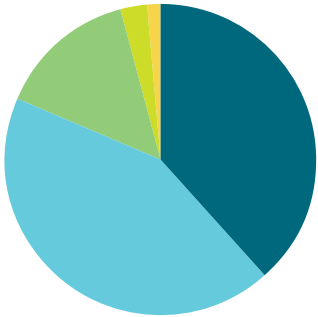
HOW DID YOU GET TO THE PARK?



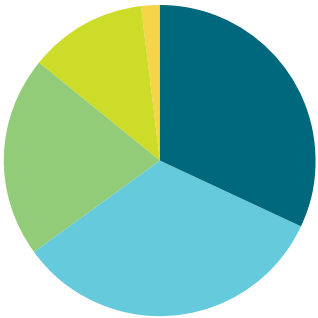


HOW WAS YOUR EXPERIENCE ON THE WATERFRONT?

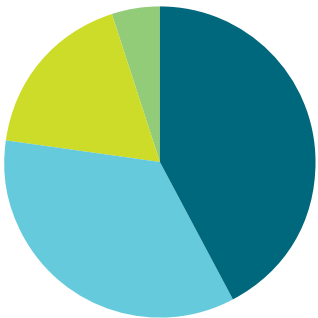
OVERALL EXPERIENCE TODAY



ACCESSIBILITY OF WATERFRONT PARK



OVERALL PERCEPTION OF SAFETY



HOW EXCITED ARE YOU FOR THE FUTURE PARK?



KEY

- 5 STARS - IDEAL
- 4 STARS
- 3 STARS - NEUTRAL
- 2 STARS
- 1 STAR - BAD



Audience at 206 Zulu Beat Masters Competition
Photo: Old Army Jacket Photo



Performers at Traces of Us
Photo: Old Army Jacket Photo



Performers at Do 206 on the Bay
Photo: Robert Wade



Audience at City Arts on the Waterfront
Photo: Robert Wade



Performer at KPop Now!
Photo: Old Army Jacket Photo

WATERFRONT SPACE: YEAR-ROUND PROGRAMS

THE WATERFRONT PROJECT SHOWROOM

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 more than four years. In 2018, Friends excited 300 - 500 monthly visitors about the future waterfront at Waterfront Space by holding public hours and hosting gatherings.

Examples of organizations that Friends has hosted include: American Institute of Architects Seattle, Cephalopod Appreciation Society, The Princeton Prize in Race Relations, Seattle Art Museum, Seattle Aquarium, Sustainable Seattle, Trust for Public Land, Ventures, Washington Society of Professional Engineers, and many more. Friends also hosts regular meetings for downtown neighborhood groups and homeowners associations.

In 2018, Friends' popular educational series, The Source, featured presenters focusing on history, art, and ecology, including Jennifer Ott, Assistant Director of Historylink; Waterfront artists Norie Sato and Katherine Chilcote; and Jim Wharton, Director of Conservation Engagement and Learning at the Seattle Aquarium.

As demolition of the Viaduct moves forward and construction of the waterfront park begins, there has been an increase in public interest in the project. In 2018, Friends added new exhibit materials highlighting ecology and sustainability on the waterfront, and included an interactive learning tool that teaches visitors the Lushootseed names of native plants included in the landscaping of the future waterfront park. Friends will continue to make Waterfront Space available as a resource for the public and keep exhibits fresh, relevant, and engaging as the project proceeds forward.



The Source series audience
Photo: Robert Wade



People looking at the waterfront design model
Photo: Robert Wade



Christopher Williams and Jesús Aguirre arriving at waterfront space
Photo: Robert Wade



Event attendees in waterfront space
Photo: Robert Wade



People discussing the waterfront map at Waterfront Space
Photo: Robert Wade



Event attendees before a Source series presentation
Photo: Robert Wade



Pier 62 groundbreaking presentation
Photo: Robert Wade

MARKETING & OUTREACH

WE'VE GAINED A FOLLOWING

f **8,558**
FOLLOWERS
Gained 691 in 2018, up 4.2%

830,400
IMPRESSIONS

4,707
ENGAGEMENTS

3,665
CLICKS



40,229 impressions | 24,880 reached | 933 clicks

1,303
FOLLOWERS
Gained 203 in 2018, up 18.6%

72,200
IMPRESSIONS

5,886
LIKES

148
TOTAL POSTS



110 engagements and 24,880 impressions



Top row left to right: La Raza del Noroeste print ad, Runta NW web ad

Bottom row: Seattle Chinese Times web banner ad

MARKETING

FOCUS

Friends' marketing 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 to enjoy Friends' free and family-friendly cultural, recreational, and educational events.

TACTICS / DIGITAL METRICS

Friends chose a diverse mix of marketing spaces for Hot Spot 2018 outreach including print, signage, radio, online, eBlasts, and social media, to maximize efficiency and reach to Seattle residents and visitors. Friends' print marketing included ads in *City Arts Magazine*, *The Facts NW*, *International Examiner*, *La Raza del Noroeste*, *NW Asian Weekly*, *Northwest Vietnamese News*, *Seattle Gay News*, and *The Stranger*. NW Polite Society distributed event posters in July and August to businesses in neighborhoods including Ballard, Beacon Hill, Central District, Columbia City, Belltown, Capitol Hill, Fremont, Greenwood, International District, Queen Anne, South Lake Union, University District, and Wallingford. Friends also updated directional A-Boards to guide people in the area into Pier 58's Waterfront Park for Hot Spot events.

During every Hot Spot event, Friends provided marketing materials, such as maps, the Hot Spot season schedule and line up, augmented reality postcards, and a brochure detailing the future waterfront's environmental sustainability features. 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. Digital ads placed on CityArts.org, InternationalExaminer.com, and RuntaNews.com provided Friends with more than 173,772 impressions. Friends promoted all waterfront events on its website, FriendsOfWaterfrontSeattle.org, which collectively received 1,070 RSVPs for events.

During the Hot Spot Season, Friends distributed weekly eBlasts to 3,600+ 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 850 in 2018. Friends promoted and boosted events each week on social media channels, primarily on Facebook to increase engagement, followers, and impressions, providing the following results:

232,257
IMPRESSIONS

3,298
CLICKS/RSVP

134,825
REACH

MAINTAINING A SAFE AND BEAUTIFUL PARK

Friends is a constant presence on the waterfront, partnering with DSA, MID, SPD, and Seattle Parks & Recreation to ensure that existing Waterfront Park (Pier 58), the Pike Street Hill Climb, and Union Street stairs are well managed. By making consistent efforts to keep the waterfront safe and well maintained, Friends is working to create a sense of order, care, and comfort on Seattle’s Waterfront.

WATERFRONT PARK

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

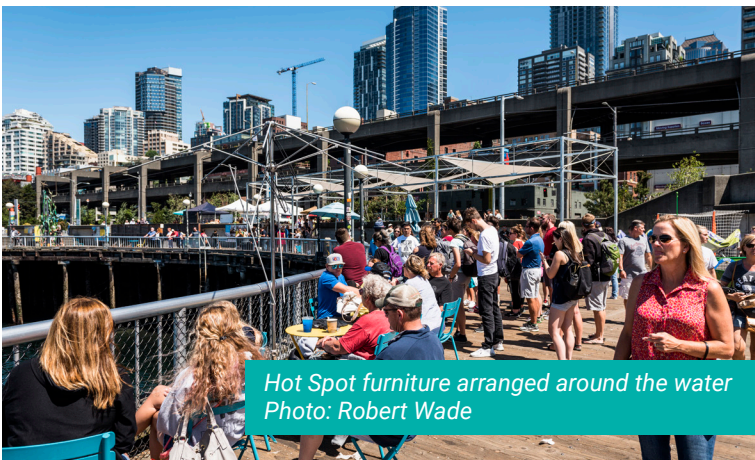
When cleaned, organized, and monitored, movable tables and chairs throughout the park encourage people to spend more time sitting, eating, and enjoying the view of Elliott Bay. Bathrooms are also key in making the waterfront an inviting public space. For the past four summers, Friends has brought portable toilets and hand-washing stations to the waterfront. To ensure the availability of clean and usable bathrooms, Friends team members and MID ambassadors monitor the bathrooms hourly and provide regular maintenance for them throughout the week. The well-maintained and monitored bathrooms are an asset to Waterfront Park and as a result, do not experience vandalism. In addition to bathrooms, Friends maintains planters on the waterfront promenade that refresh the waterfront with vegetation. In the summer of 2018, Friends installed wood chips to all 42 promenade planters in addition to watering them two or three times per week.

Friends works with the DSA to staff Waterfront Park throughout the summer. DSA’s MID ambassadors provide a presence and service in Waterfront Park that is integral to the safety and cleanliness of the space. They monitor bathrooms, organize and clean park furniture, pick up trash, provide directions, and enforce public space rules.

Adequate trash receptacles and regular waste services are critical for maintaining a safe and beautiful park.



MID ambassador giving directions
Photo: Robert Wade



Hot Spot furniture arranged around the water
Photo: Robert Wade



Hot Spot furniture arranged around the stage
Photo: Old Army Jacket Photo

PIKE STREET HILL CLIMB

The Pike Street Hill Climb is a critical east-west connection between Pike Place Market and the waterfront. Since 2016, Friends has been making incremental enhancements to the Hill Climb that brighten the walkway and make it a safe and treasured element of the waterfront landscape. In 2018, Friends team members took over the maintenance of the new planters on the Hill Climb after landscapers quit due to safety concerns with needles and waste in the planters. Friends did a deep clean of the site with special equipment that captured used water and began daily watering and trash pick ups to keep the area clean. These improvements reduced illegal behavior on the Hill Climb which decreased the need for regular daytime staffing in the area. However, the incidents of human waste and discarded needles in the plantings demonstrate the strong need for regular presence of staff and security in public spaces on the waterfront.

The Bakun building is a vacant brick building at the base of the Hill Climb. During colder months, the lot where the Bakun building stands does not see much foot traffic and tends to feel dark and unsafe. To help remediate that, Friends worked with Frankenstein Inc. (Mona Zellers and Jack Chaffin) to create a light installation in the windows of the Bakun building, bringing art, light, and action to the scene, and enhancing the pedestrian experience during the winter months.

UNION STREET

Union Street steps are the last leg in a series of stairways that bring 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, *Trades of the Duwamish*, by Katherine Chilcote along the Union Street staircase. 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. Knowing that this area is prone to tagging and graffiti, a protective coat was applied to the mural that allows Friends team members to remove any unwanted additions to the art with graffiti wipes. Since the mural's installation in January 2018, the steps have seen a significant decrease in graffiti and tagging; the seven times it's been defaced, the graffiti has been removed.

The future waterfront will expand on the temporary murals to fill the waterfront experience with beautiful and thought-provoking art. *Trades of the Duwamish* was installed in panels so it can be moved to another part of the future park. An art installation by acclaimed local artist Norie Sato will take its place on the Union Street steps.



New plants on the Hill Climb
Photo: Jordan Monez



Bakun Building installation
Photo: Frankenstein Inc.



Trades of the Duwamish mural on Union street
Photo: Nick Brown



The future Union street elevator
Photo: James Corner Field Operations

STAFFING

STAFFING

Staffing for activation sites was provided by the 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 schedules two or more people to staff Hot Spot events in addition to professional audio technician(s), a photographer and/or videographer, and representatives from partner organizations. The addition of part-time staff created greater flexibility in coverage, which was important to accommodate different sizes and types of events.



Friends information tent at Hot Spot
Photo: Robert Wade



Friends information tent at Hot Spot
Photo: Robert Wade



Friends information tent at Hot Spot
Photo: Robert Wade



Friends information tent at Hot Spot
Photo: Robert Wade

PUBLIC SAFETY & ENFORCEMENT

PUBLIC SAFETY AND ENFORCEMENT

The existing waterfront poses public safety and enforcement challenges due to physical infrastructure, established patterns of unlicensed vending, low-level crime, and social service needs. Friends has built strong partnerships with community groups, law enforcement agencies, waterfront neighbors, and public officials to address public safety on the waterfront holistically.

In 2016, Friends spearheaded bringing Law Enforcement Assisted Diversion (LEAD) to help mitigate street disorder and suffering on the waterfront in a multifaceted approach. LEAD is a law enforcement-led diversion program that is supported by a unique coalition of law enforcement agencies, public officials, and community groups that work together to redirect low-level offenders to community-based services rather than jail and prosecution. Since 2016, LEAD has made a significant enhancement to public safety on the waterfront. Looking toward safety in the future park, Friends organized a waterfront public safety coordination committee that has fully embraced community engagement with LEAD and will continue to incorporate it as part of the infrastructure necessary to keep waterfront park welcoming and safe.

Friends' partnerships with the Seattle Police Department (SPD) and Seattle Parks Department, Seattle Department of Transportation (SDOT), Metropolitan Improvement District (MID), Downtown Seattle Association (DSA), Seattle Aquarium, and other waterfront partners have also brought significant improvements to public safety on the waterfront. See the Appendix for more in-depth enforcement data.

SAFETY OUTCOMES AND RECOMMENDATIONS

- Since 2016, the waterfront has seen arrests and citations decreased by 30 percent. SPD overall contact hours also decreased by 16 percent. This indicates that enforcement of illegal activity, consistent staffing, and increased attendance to waterfront park continue discouraged criminal behavior.
- 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 security personnel.
- Overnight security is needed to secure amenities and prevent illegal behavior at night.
- Predictable hours of enforcement create an atmosphere of “waiting until enforcement leaves” to set up unpermitted vending; varying these hours helps put an end to some of this behavior.
- Physical improvements and amenities in the park and other public spaces encourage the perception of safety, fostering more positive activity and “eyes on the street.”
- Public art helps to curb graffiti issues, making a space feel loved and cared for prevents destructive behavior; Installation of the mural at the Union St. stairs and murals incorporated into the Pike St. Hill Climb decreased graffiti.
- Clear sightlines in public spaces help to curb illegal behavior, while areas with limited visibility attract undesirable behavior like drug use and public urination.



DSA Ambassador at Hot Spot
Photo: Robert Wade



DSA Ambassador at Hot Spot
Photo: Robert Wade



SPD bike patrol at Hot Spot
Photo: Robert Wade

INFRASTRUCTURE

PARK INFRASTRUCTURE

The future park will need ample, well-placed, and intentional infrastructure to support programming and park users participating in or attending cultural events, educational programming, and recreational activities. Additionally, infrastructure can create a sense of place and recognizable icons, like the Hot Spot canopy in the existing Waterfront Park, help to both orient visitors and attract them to the park.

WHAT INFRASTRUCTURE DO WE NEED TO CREATE:

A CLEAN AND WELL- OPERATED PARK?

- Public restrooms. Our successful implementation of portable toilets has shown regularly maintained public restrooms will be fundamental to the operations of the future park.
- Ample trash cans that are attractive, clean, and easy to use as well as recycling cans (currently absent from Waterfront Park at Pier 58). Additional trash service is necessary at peak times of the summer tourist season and for large events.
- Operations headquarters and secure storage for Park Ambassadors and other park staff is needed.
- Ample power, with access in the right locations. The future park will need powerful and more secure power sources in multiple locations throughout the park for live music performances and large-scale events and activities.
- Daily plant watering in the summer is critical to keep plants alive and healthy, and protects investment in plants.
- Pressure washing restrictions on the shoreline require special equipment to contain runoff and disposal in an alternate location. Pressure washing requirements for the new infrastructure should be investigated, as special equipment for this process may be needed in the future.
- Storage for programming equipment is essential for day-to-day park use and special events.

A YEAR-ROUND PARK?

- Protection from the elements. Examples include: tents, canopies, awnings, heating, shade, indoor spaces, and covered bus stops.
- Touch down spaces. These covered areas throughout the park will provide places to rest and get away from the rain or sun while visiting the waterfront.
- Infrastructure to support winter performance events, like the Showmobile stage truck as well as temporary infrastructure such as pull-up barges, Airstream trailers, and mobile bathrooms to support specific kinds of programming.
- Lighting provides safety and ambiance and is critical for use of the park after dark, particularly in shoulder seasons, artistic light is especially effective in creating a festive atmosphere. Unique lighting will help to create an identify on the waterfront and encourage placemaking.

AN ACTIVE PARK?

- Sports courts and soccer pitches. Friends has secured a soccer pitch on Pier 62 from the Seattle Sounders RAVE Foundation and is exploring other types of sports to bring to the waterfront.
- Approved shelters and structures. The quantities, sizes, and types of temporary shelters and structures community partners bring to the park for events should be pre-approved and communicated clearly. Permitting processes can be time consuming and expensive — an unnecessary burden for park partners, and detrimental to the accessibility of the park.
- Infrastructure to support vending including but not limited to: hot water, power, bathrooms, WiFi (for point-of-sale software), and secure storage.

- Good sound for live music, DJs, theater, and other performance events. Sound equipment was updated in 2018 to increase overall production quality and allow for a greater variety of acts and artists.
- Support for performers 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 belongings.
- Larger events with concert promoters will be able to provide infrastructure for major events, and in the future 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. The future park will need secure power sources in multiple locations for larger performance events like live music and activities like light shows. Special amenities like ice skating will require 500 AMP power.

AN ACCESSIBLE PARK?

- WiFi access. WiFi attracts people to the park and encourages them to stay there longer and engage with other activities. It also supports programming like live music and vending.
- Infrastructure that supports all ages, including seating for those with mobility challenges, ramps, elevators, passenger drop-off areas, and parking.
- 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.



Hot Spot stage and storage
Photo: Robert Wade



Park furniture stored for the winter
Photo: Jordan Monez



Portable toilets provided by Friends
Photo: Friends of Waterfront Seattle



Promenade planter beds
Photo: Nussbaum Group

APPENDIX

HOT SPOT EVENT VISITOR COUNTS

Date	Event	Highest Count
7/7/18	KEXP Rocks the Dock	400
7/8/18	Beach Party	275
7/14/18	Summer at the Soccer Octagon	55
7/15/18	Summer at the Soccer Octagon	190
7/21/18	Traces of Us: A Site-Specific Dance	355
7/22/18	Traces of Us: A Site-Specific Dance	380
7/28/18	K-Pop Now!	450
7/29/18	206 Zulu Beat Masters	220
8/4/18	Highway 99 Blues Club presents Blues at Pier 58	230
8/5/18	Highway 99 Blues Club presents Blues at Pier 58	190
8/11/18	Verano en Seattle	165
8/12/18	Do 206 on the Bay	165
8/18/18	City Arts presents High Tide on the Waterfront	255
8/19/18	City Arts presents High Tide on the Waterfront	335
8/25/18	Queen Street Festival with Au Collective	325
8/25/18	206 Zulu Fish-N-Chips	155
8/26/18	Funky Dance Party	255
9/1/18	Americana Festival	195
9/2/18	Americana Festival	190

Date	Male	Female	Children
7/1/18	675	786	233
7/2/18	568	630	185
7/3/18	750	770	294
7/4/18	282	258	49
7/5/18	411	447	116
7/6/18	424	516	201
7/7/18	389	412	146
7/8/18	177	275	138
7/9/18	564	685	135
7/10/18	529	593	104
7/11/18	420	488	207
7/12/18	178	247	85
7/13/18	697	790	214
7/14/18	376	432	101
7/15/18	507	592	137
7/16/18	251	279	145
7/17/18	818	1,111	200
7/18/18	588	511	126
7/19/18	453	526	201
7/20/18	519	584	300
7/21/18	471	490	383
7/22/18	935	1,001	206
7/23/18	765	808	183
8/6/18	568	748	194
8/7/18	488	525	202
8/8/18	478	519	650
8/9/18	286	320	159
8/11/18	594	674	196
8/12/18	727	795	174
8/13/18	632	587	157
8/14/18	433	533	180
8/15/18	475	564	278
8/18/18	725	880	238
8/19/18	364	382	102
8/20/18	447	469	144
8/21/18	323	361	129
8/25/18	709	751	121
8/26/18	439	460	113
8/27/18	421	519	151
8/28/18	419	420	150
8/29/18	262	271	66
9/1/18	771	817	192
9/2/18	802	777	239
9/3/18	699	723	159
9/4/18	302	328	67

WATERFRONT PARK AMBASSADOR COUNTS

Totals	Male	Female	Children
July Total	11,747	13,231	4,089
July Percentages	40%	45%	15%
August Total	8,790	9,778	3,404
August Percentages	40%	44%	16%
September Total	2,574	2,645	657
September Percentages	44%	45%	11%

WATERFRONT SUMMER SPD EMPHASIS BIKE PATROLS

Summary of information from weekly LEAD-trained bike patrol reports

Date	Monitored Hours	Arrests	Citations	Verbal Warnings	Parks Trespass Warnings	Business Checks	911 Reports
5/17 - 5/20	24	0	0	14	6	10	0
5/25 - 5/26	23	0	5	4	4	11	0
6/02 - 6/03	24	1	3	2	3	10	0
6/08 - 6/09	24	0	5	3	2	10	0
6/15 - 6/17	24	0	4	5	2	12	0
6/22 - 6/24	24	0	2	2	2	5	0
6/29	8	0	2	2	2	4	0
7/06 - 7/10	26	1	1	6	5	10	2
7/13 - 7/19	24	0	1	6	2	15	1
7/20	16	0	6	4	2	8	1
7/27	8	0	0	2	0	4	1
8/02 - 8/04	24	0	3	4	3	8	1
8/20 - 8/24	23.5	0	1	8	2	15	2
Total	272.5	2	33	62	35	122	8



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