



Photo by Erik Holsather



Photo by Adam Lu



Photo by Jen Speer



Photo by Tosin Arasi



Photo by April Jingco

# REPORT TO THE CITY OF SEATTLE

September 15, 2021

**friends**  
of WATERFRONT SEATTLE  
[waterfrontparkseattle.org](http://waterfrontparkseattle.org)

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**NB:** We have reordered the sequencing of some of the reports to align with Friends' staff members who were responsible for compiling the data.



## INTRODUCTION

Thatcher Bailey, Interim Executive Director

Friends of Waterfront Seattle [Friends] is pleased to submit the following report to the Office of the Waterfront and Civic Projects [OWCP], as per requirements outlined in Exhibit D of the License Agreement between the City of Seattle and Friends, dated September 16, 2020.

Herein are staff-generated data in response to the specific requests in the report. Although not requested, I want to offer some overview observations about the last year that key off — or provide some additional context — to that data. What worked well? What are some of the challenges we encountered and how did we address those challenges? Where did we struggle to deliver? What have we learned?

### Financial management and oversight

The board, staff, and our auditor have a very high degree of confidence in our contract CFO, Phillip Lloyd, who has been with Friends from the beginning. Working closely with an experienced and attentive Finance Committee, Phillip maintains and continually adjusts a rolling 5-year projection of organizational growth expectations. Over this last year he managed a significant shift on Friends' budgeting process and philosophy, from a top-down model to one that engages leadership staff to help shape and manage their own internal budgets.

### Staffing

Over the last year, the team at Friends grew significantly. One of the most positive outcomes of this growth was the development of a salary bands protocol that ensured all staff members are well compensated relative to staff at similarly sized nonprofits around King County. This also led to "equity pay adjustments" so that all members of the team were compensated at similar levels within each salary band.

With guidance from a new contract People and Culture administrator, Friends developed a robust, DEI-forward hiring process, which attracted — and was positively noted by — BIPOC job applicants. Forty-six percent of current Friends staff identify as BIPOC.

### Programming

Programming a new public space with largely new staff and navigating COVID-19 attendance restrictions provided a good "stress test" for Friends. Delays in hiring operational support staff, and some challenges with the security staff [see below] left us scrambling a bit during the summer. I am extremely proud of how Friends' staff all pitched in to ensure programs were delivered to provide the most positive experiences for audiences, artists, and other presenters.

There were innumerable "magical moments" and a lot for everyone to feel good about, starting with the magic of the space itself. We have come to understand that the extraordinary physical setting, the pier design, and the light on the water are perhaps the most significant features of the park — program elements in and of themselves that are a big part of what shapes the overall visitor experience.

What is not captured in the programs report is the unanticipated success of the mini soccer pitch, installed during the summer. It was the most continually activated part of the pier, with near constant use by a diverse mix of young and older kids in pick-up games or practice sessions.

Learnings also included managing noise complaints from our neighbors at Waterfront Landing and coordinating the schedule of our music events with Seattle Aquarium and their schedule of weddings held on the neighboring Pier.

The variety of programs and the variety of audiences attending those programs provides data about what worked well and will inform how we build on what was successful to create an even more expansive and welcoming program palette. What we also need to discern through more data from community engagement in the year ahead is the emerging “feel” of the park. What is the scene, the vibe that we hope all park visitors will experience and share (*see Pier 62 Guest Experience Survey in Appendix page 23*)? Part of this will build on the work to survey park visitors about what makes them feel safe and welcome and part of it is teasing out the overall identity and narrative of the park.

We learned that there is a high need for more clarity around the internal roles and responsibilities of the Friends leadership staff accountable for outreach, programming, and event support. We also must work to improve our communications with OWCP, particularly around our events calendar. We are now working with Gloria Connors of Connors & Company — with expertise in events production — to restructure our program delivery systems and bridge the communications gaps with OWCP.

## **Security**

The public safety challenges throughout the city have grown more frequent and complex over the last year. During this period Allied Security made staffing changes to our Safety Team in late spring that left us with a less experienced, smaller crew that were unable to meet our needs for large events. We are now recalibrating our relationship with Allied to ensure our needs can be met and are bringing on Axis Security to provide additional event staffing when needed.

Currently, a public safety assessment is being led by former Deputy Mayor Kate Joncas and former Police Chief Carmen Best, which will result in comprehensive system protocols and training programs to ensure Friends staff and contractors are educated and prepared to respond appropriately to the various public safety challenges that will continue to arise.

## **Social Services Outreach**

Social service outreach has long been an essential part of our approach to public safety. We continue to be grateful for and support the efforts of two full-time contractors from ETS REACH, whose responses to the chronic and acute needs of unhoused people and people in distress have been critical to the overall waterfront public safety ecosystem.

## **Community Outreach and Public Benefits**

Community engagement efforts have been successful in the long-term work of building relationships with community organizations, community leaders, and businesses throughout the



city. Knowledge gained through these relationships has shaped program design and promotion efforts and have resulted in significant program participation by individuals from BIPOC and other underrepresented communities.

It is easy to talk about a “park for all.” What is harder and takes longer and is far more meaningful is witnessing how that intention “showed up” throughout a year of Pier 62 programming. A recent hire to our communications team told us — before he applied for the job — that Friends was creating “a new kind of cultural space” on Pier 62, and he wanted to be part of it. This is success worth building on.

There is work yet to be done. Although a vision and charter for the Community Connections Committee, Program Panel and Indigenous Pulling Together Committee were created, the groups themselves are still being formed. Thus, we have been operating programming, engagement, and overall outreach efforts without this important guidance.

Friends also largely failed to deliver on a pilot summer vending initiative for Pier 58, despite robust support from OWCP and SDOT to create conditions for success. We have just begun collecting the qualitative data around guest experiences that we will need to keep improving the public’s experience of programs and public safety on the pier.

## Conclusion

A consultant who recently interviewed Friends’ staff provided me with one overarching takeaway: “Everyone is really excited about and feels a deep commitment to the mission and possibilities of this park.” When we talk with potential donors to Waterfront Park, we talk about how this project — in so many ways — is about building a new and better version of Seattle. That aspiration is what motivates our staff, and it has been my pleasure and honor to work with and learn from them over the last year.

Obviously, the leadership and staff at OWCP have been advocates of this transformational vision for the new waterfront from day one. And they are turning that vision into reality. Whatever Friends was able to accomplish during this first year of operations on Pier 62 was only made possible with the constant support of the team at OWCP. They are the park’s greatest champions. We are excited about and grateful for another year of partnership and learning.

As Friends begins a planning process as a prelude to hiring a permanent Executive Director, as we think about the different kinds of staffing and resources needed in the year ahead, as the Central Waterfront Oversight Committee develops performance standards for the park, and as OWCP and Friends begin to shape a longer-term partnership agreement around programs, public safety, and community engagement, we hope this report offers a baseline to guide all of us.

# FINANCIALS

Compiled by Philip Lloyd, CFO

Detailed revenue, costs and expenditures, and budgetary forecasts:

- Showing transactions of the current period and year-to-date
  - Separating revenues and expenses by category
  - A one-year budgetary forecast
- Report date, month, and year
- If necessary, include narrative information to explain any problems or irregularities in recordkeeping or reporting of which the City should be aware.

	Budget Sept. 2020 - Aug. 2021	Actual** Sept. 2020 - Aug. 2021	Forecast Sept. 2021 - Aug. 2022
<b>Ordinary Income / Expense</b>			
<b>Expense</b>			
<b>Staffing</b>			
Programming Staffing	\$303,646.18	\$264,034.88	\$466,963.33
Operations Staffing	\$269,333.66	\$144,998.91	\$272,621.67
Payroll Taxes	\$15,169.52	\$60,828.96	\$73,958.50
Employee Benefits	\$21,258.46	\$43,271.97	\$101,687.55
<b>Total Staffing</b>	<b>\$609,407.82</b>	<b>\$513,134.72</b>	<b>\$915,231.05</b>
<b>Professional Fees</b>			
Professional Fees	\$40,000.00	\$44,286.96	\$30,000.00
Recruiting	\$0.00	\$1,373.92	\$1,500.00
<b>Total Professional Fees</b>	<b>\$40,000.00</b>	<b>\$45,660.88</b>	<b>\$31,500.00</b>
<b>Office &amp; Overhead</b>			
Travel and Trainings	\$2,500.00	\$1,437.09	\$2,500.00
Insurance	\$25,330.00	\$25,531.62	\$35,000.00
<b>Total Office &amp; Overhead</b>	<b>\$27,830.00</b>	<b>\$26,968.71</b>	<b>\$37,500.00</b>
<b>Direct Program Expenses</b>			
<b>Park Programming</b>			
Park & Pier 62 Programming	\$570,000.00	\$314,318.81	\$845,500.00
Other Programming /	\$25,000.00	\$25,795.86	\$40,000.00
<b>Activation</b>			
Program Asset Depreciation	\$75,000.00	\$73,376.02	\$125,000.00
<b>Total Park Programming</b>	<b>\$670,000.00</b>	<b>\$413,490.69</b>	<b>\$1,010,500.00</b>
<b>Park Operations</b>			
Social Service Contract	\$166,660.00	\$116,666.66	\$200,000.04
Rentals	\$56,000.00	\$63,594.04	\$100,000.00
Supplies & Maintenance	\$58,000.00	\$103,413.75	\$94,450.00
Security Contract	\$880,000.00	\$626,700.11	\$1,020,000.00
<b>Total Park Operations</b>	<b>\$1,160,660.00</b>	<b>\$910,374.56</b>	<b>\$1,414,450.04</b>
<b>Total Direct Program Expenses</b>	<b>\$1,837,660.00</b>	<b>\$1,323,865.25</b>	<b>\$2,424,950.04</b>
<b>Total Expense</b>	<b>\$2,514,897.82</b>	<b>\$1,909,629.56</b>	<b>\$3,409,101.09</b>

\*\*August 2021 expenses are incomplete

## STAFFING

Compiled by Philip Lloyd, CFO, and Blake Bowers, Finance and People & Culture

- Summary of all staffing provided by Licensee for the Premises during the year, including number, type, and typical hours of staff positions.

NAME	TITLE	DEPARTMENT	STATUS	HOURS/WEEK
Aarti Khanna	Sr. Philanthropy Officer	Fundraising	Terminated	40
Anna O'Donnell	Associate CPO	Fundraising	Full-Time	40
Lizanne Wicklund	Sr. Philanthropy Officer	Fundraising	Full-Time	40
Joey Smith	Campaign Operations Manager	Fundraising	Full-Time	40
Kathleen Shin	Philanthropy & Stewardship Officer	Fundraising	Full-Time	40
Margie Shurgot	Chief Philanthropy Officer	Fundraising	Full-Time	40
Tom Beck	Philanthropy Database Coordinator	Fundraising	Full-Time	40
Al Saade	Operations Pier 62 Lead	Operations	Full-Time; Temporary	40
Jeff Ozimek	Park Operations & Recreation Manager	Operations	Full-Time	40
Mack Douglas	Park Operations Coordinator	Operations	Full-Time	40
Allison Preisinger	Production Coordinator	Production	Full-Time; Temporary	40
Anne O'Dowd	Events and Festivals Manager	Production	Full-Time	40
Heather Ryan	Vending and Concessions Manager	Production	Part-Time	5
Kelli Hanson Faryar	Music & Events Lead	Production	Full-Time; Temporary	40
Kelly Sheetz	Summer Vending Assistant	Production	Part-Time; Temporary	20
Vanessa Bankson	Vending Coordinator	Production	Part-Time; Temporary	20
David Rue	Programs Coordinator	Programming and Activation	Full-Time; Temporary	40
Jordan Remington	Community Engagement & Programs Coordinator	Programming and Activation	Full-Time	40
Maria Reyna	Programs Project Manager	Programming and Activation	Full-Time	40
Yoon Kang-O'Higgins	Senior Program Manager	Programming and Activation	Full-Time	40
Marie Kidhe	Senior Community Engagement Manager	Community Engagement	Full-Time	40
Sarneshea Evans	Community Impact Manager	Community Engagement	Full-Time	40
Esteban Ginocchio Silva	Data Systems Analyst	Communications/Marketing	Full-Time	40
Jason Merges	Communications Content Manager	Communications/ Marketing	Full-Time	40
Nicole Dansereau	Communications Director	Communications/Marketing	Full-Time	40
Yiling Wong	Park Marketing Manager	Communications/ Marketing	Full-Time	40
Blake Bowers	Finance and People & Culture	Management /Admin	Full-Time	40
Heidi Hughes	Executive Director	Management/Admin	Terminated	40
Katheryn Edwards	Office Manager	Management/Admin	Full-Time	40
Thatcher Bailey	Executive Director	Management/Admin	Full-Time	40



## PROGRAMMING

Compiled by Yoon Kang O'Higgins, Senior Program Manager

- Summary of events, programs and activities conducted, indicating if they were free and open to the public, ticketed and open to the public, or private events, as well as which events were Special Events
- List of community partners and public acknowledged sponsors
- Attendance and female-to-male ratio, taken twice daily and including regular daily attendance and, when relevant, event-based attendance

Summary:

- Total Events and Activations: 277
- Total online views of programs filmed at Pier 62: 48,211+
- Total in-person programs attendance: Over 63,572+
- Total organizational program partners: 62+
- Total artists and performers: 166+, over 60% BIPOC

Friends Public Programs: September 2020-September 2021

Date(s)	Program Name	Program Description	Total Sessions	Free/ Public	Partners	Attendance
9/20/20	I AM: Reflection on the Water	Community art piece led to celebrate Black women, filmed on Pier 62, available online.	1	✓	Kimisha Turner	NA
9/21/20	Intersections: Black, Woman, Art!	Online program with Turner & Ward reflecting on their role as artists in this current moment.	1	✓	Seattle Art Museum (SAM), Kimisha Turner, Takiyah Ward	1,700 views
11/12/20	Reflections: What the Water Holds	Online program featuring Black and Indigenous performers, filmed at Pier 62	1	✓	SPL, OWCP, OAC, SPL Foundation, SAM, #SeattleTogether.	5,731 views
6/2021–10/2021	2020 Artist in Residence	Artist-in-Residence Takiyah Ward created a three-part framework as curator for virtual and in-person exhibits.	1	✓	OWCP, sponsor; OAC; funded in part by Seattle Dept. of Transportation's (SDOT's) Waterfront Project 1% for Art funds	N/A
11/13/20–2/18/21	Artist in Residence "Present" Exhibit	Psych-Pop's Pier 62 light sculpture installation.	1	✓	OWCP, sponsor; OAC; funded in part by SDOT's Waterfront Project 1% for Art funds	44,832
11/23/20–present	Artist in Residence "Future" Exhibit	Online exhibit of five youth artists reimagining the future of the waterfront: Evelyn Li, Jac Oliver Trautman, Marcus Jackson, Rey Daoed, Tyler Ung.	1	✓	OWCP, sponsor; OAC; funded in part by SDOT's Waterfront Project 1% for Art funds	N/A
4/2021–present	Artist in Residence "Past" Exhibit	Banner/mural exhibit along Pier 62 and the Pier 62 construction fence. Online elder stories.	1	✓	OWCP, sponsor; OAC; funded in part by SDOT's Waterfront Project 1% for Art funds	N/A

Date(s)	Program Name	Program Description	Total Sessions	Free/ Public	Partners	Attendance
1/1/21–present	Waterfront vibes: the playlists	Curated community artists and leaders; playlists to enhance waterfront visits	1	✓	Lady A, Nicole Suyama, Randy Ford, Princess Shariff, David Rue, Tracey Wong, Black Belt Eagle Scout, Jamaica Myres, King Khazm, Ulises Mariscal	503
9/22/22	“Spatial Modifiers”	Performance filmed on the floating dock. Artist lead: Romson Bustillo	1	✓	Martyr Sauce, 4Culture, Artist Trust.	287 views
5/29/21	Korean Performances	Filmed on Pier 62 for virtual Northwest Folklife Festival 50th anniversary program	1	✓	Morning Star Korean Cultural Center, Northwest Folklife Festival	40K views
5/30/21	Hawaiian Dances	Filmed on Pier 62 for virtual Northwest Folklife Festival 50th anniversary program	1	✓	NWFL, Halau Hula Pūlamahiaikalikolehua, K e Liko A’e O Lei Lehua E Kapuaokalani, Halau Hula O Napualani	40K views
4/25/21	Spectrum Dance	Performance filmed on Pier 62 for Spectrum online event	1	✓	Spectrum Dance	N/A
5/6/2021–9/1/21	HIIT the Pier	30-minute fitness class for adults at Pier 62	33	✓	The Next Level Fitness	85
5/6/2021–9/1/21	Stability and Mobility	30-minute fitness class for all abilities at Pier 62	36	✓	The Next Level Fitness	81
5/6/20–6/1/21	Waterfront Wellness Family Style	30-minute fitness class for all ages at Pier 62	16	✓	The Next Level Fitness	52
5/14/21–present	FENCE photo banner	Photography exhibit banner, Alaskan Way fence	1	✓	Photoville	N/A
5/19-present	Music busking	Live music featuring local artists on Pier 62	42	✓	Gigs4U	N/A
5/23/21–9/5/21	We Move to Give: Zumba Master Class	90-minute class for all ages/abilities, Pier 62	13	✓	We Move to Give, SeaMar	213
6/2/21–9/1/21	The Stories We Carry	1-hour urban Native American storytelling, Pier 62	5	✓	Roger Fernandes, Fern Renville	56
6/19/21–8/21/21	Parkour by the Waterfront	4-hour drop-in parkour all ages onsite at Pier62	3	✓	Parkour Visions	232
6/21/21	Make Music Day	All-day live music event, workshops at Pier 62	1	✓	Rainer Avenue Radio	626
6/30/21	Generation Equality Forum - Pop up	Art installation, poster/postcard giveaways to highlight UN’s Gender Equality Forum	1	✓	Amplifier, Gates Foundation	234
6/30/21–8/25/21	8 Limbs Yoga on the Waterfront: Yoga for Every Body	1-hour class for all ages and abilities on Pier 62	8	✓	8 Limbs	163
7/8/21–8/22/21	DropSound Yoga and Meditation	45-minute beginner-to-intermediate guided meditation on Pier 62	7	✓	SweatNET Seattle, Modo Yoga, The Ignited Soul for Meditation	114
7/8/21–8/22/21	DropSound Group Stretching	30-minute all-levels group stretching class at Pier 62 led by Stretch 22	6	✓	SweatNET Seattle, Stretch 22	46

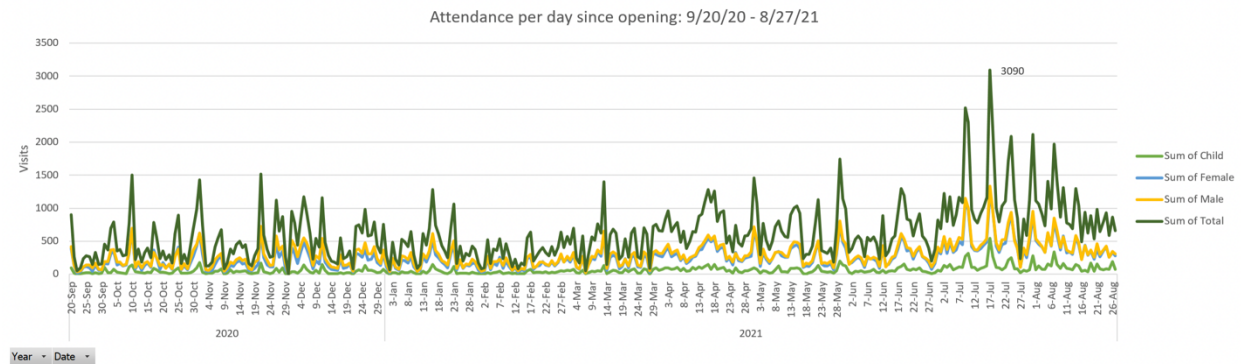
Date(s)	Program Name	Program Description	Total Sessions	Free/ Public	Partners	Attendance
7/9/21–9/3/21	Beats and Eats (Special Event)	3 hours of local food trucks, beer garden, and music by KEXP DJs at Pier 62	8	✓	KEXP, Vera Project.	4561
7/10/21	Block Party	3-hour all-ages opening celebration at Pier 62	1	✓	Seattle Steel Pan Project, Converge Media	1307
7/5/21–8/30/21	We Move to Give: Zumba Gold	1-hour class for all ages and abilities at Pier 62	5	✓	We Move to Give, SeaMar	135
7/11/21–8/22/21	Vera on Yr Block: Pier 62	Live music series at Pier 62 with local up-and-coming youth artists, with popup arts activities	7	✓	Vera Project.	1714
7/12/21–8/30/21	West African Dance Classes with Live Drumming	2 hours all ages and abilities West African Dance class at Pier 62 featuring Souleymane “Solo” Sana & Moussa Camara	8	✓	ADEFUA	79
7/12/21–8/14/21	DropSound Slow Flow Yoga	1-hour all-levels adult class at Pier 62	4	✓	SweatNET, Modo Yoga	155
7/13/21–8/13/21	K-Pop Dance Remix Class	1-hour dance class for ages 10+ at Pier 62	9	✓	Morning Star Korean Cultural Center	59
7/13/21, 7/27/21	DropSound Barre	1-hour low-impact, high-intensity movement class for ages 14+ at Pier 62	2	✓	SweatNET Seattle, Pure Barre, The Bar Method	80
7/16/21	Wababa Korean Festival	Korean food and culture festival at Pier 62	1	✓	Korean American Chamber of Commerce, Morning Star Korean Cultural Center	2495
7/24/21	206 Zulu Beat Masters: Beat Battle	16 producers chosen for a head-to-head bracket tournament–style competition	1	✓	206 Zulu	1380
7/31/21–8/14/21	Downtown Summer Sounds (special event)	Live music concerts on Pier 62. Artists: Grieves, Polyrythmics, Flowmotion, Leroy Bell & His Only Friends, All Star Opera, and Grace Love	3	✓	Downtown Seattle Association	1237
8/2/21–8/29/21	Bollywood Dance Class	1-hour class for all ages and abilities at Pier 62	5	✓	Afsaana	131
8/3/21	Waacking Showcase + Mini class	90-minute dance showcase and workshop at Pier 62	1	✓	Waacking Tuesdays - Tracey Wong	68
8/5/21	Seafair Coast Guard Event	U.S. Coast Guard safety presentations	1	✓	Seafair	393
8/5/21	Seafair Navy Band	DJ and Navy Band	1	✓	Seafair	543
8/7/21	DropSound Family Dance	45-minute workout for families at Pier 62	1	✓	SweatNET Seattle, Seattle Dance Fitness	17
8/7/21	Totem Star Artist Showcase	2-hour youth music showcase at Pier 62	1	✓	Totem Star	272
8/7/21–8/21	History Link Walking Tour	1 hour w/ Jennifer Ott all-ages tour from Pioneer Square to Pier 62	2	✓	History Link	9
8/7/21	Waacking Mini Battle	90-minute dance battle at Pier 62	1	✓	Waacking Tuesdays - Tracey Wong	398
8/10/21–8/31/21	Seattle Aquarium: Plankton Explorers	1-hour all ages workshop and demonstration at Pier 62	3	✓	Seattle Aquarium	32



Date(s)	Program Name	Program Description	Total Sessions	Free/Public	Partners	Attendance
8/10/21–8/31/21	Dancing Til Dusk	2.5-hour dance class and live music sessions at Pier 62	4	✓	Dance with Joy, Seattle Parks and Recreation	900
8/11/21	Salmon Underfoot: UW Seawall Talk	Presentation at Pier 62 about seawall and salmon migration led by UW researchers	1	✓	University of Washington	10
8/12/21–8/26/21	Skate Like a Girl: Free Skate	3-hour skate sessions open to all genders and designed for everyone ages 7 and up	3	✓	Skate Like a Girl, Seattle Skate Features	75
8/15/21	DropSound Cycle Class	1-hour cycle class for active adults at Pier 62	2	✓	SweatNET Seattle, Cycle Bar SLU	29
8/17/21–9/4/21	Seattle Aquarium: Storytime	1-hour all ages activity	3	✓	Seattle Aquarium	23
8/17/21–8/31/21	Seattle Aquarium: Puget Sound Peer Down	1-hour all ages workshop and demonstration at Pier 62	2	✓	Seattle Aquarium	8
8/18/21	Whim W’Him Dance popup performance	Popup dance performance at Pier 62	1	✓	Whim W’Him	68
8/19/21, 8/26/21	Skate Like a Girl: Clinics	Classes at Pier 62 open to all genders and designed for everyone ages; 2 clinics reserved for Mary’s Place families	3	✓	Skate Like a Girl, Seattle Skate Features, Mary’s Place	33
8/28/21	Seattle Aquarium: Family Day	5-hour event with family-friendly activities led by Seattle Aquarium at Pier 62	1	✓	Seattle Aquarium	519
8/29/21–9/19/21	Meditation and Sound Bath	45-minute meditation and sound bath at Pier 62	4	✓	Experiences by Tai	130
9/1/21	Salmon Homecoming	Native storytelling filmed on Pier 62 and broadcast on 9/16/21 for virtual school program	1	✓	Salmon Homecoming Association, Seattle Aquarium	N/A
9/4/21–9/11/21	Reflections	Filmed in September, to be broadcast on November 4, 2021	1	✓	SPL, OWCP, OAC, SPL Foundation,	N/A
9/14/21	Sustainability Leadership Awards: Campfire Stories (sliding-scale registration)	Storytelling event featuring sustainability honorees	1	✓	Sustainable Seattle. Speakers: Ming-Ming Tung-Edelman, Súper Familia, Hannah Wilson	N/A (50-70)
9/16/21	Indigenous People Festival	Filming in September, to be broadcast October 12–15, 2021	1	✓	Seattle Indian Health Board, Na’ah Illahee Fund	N/A

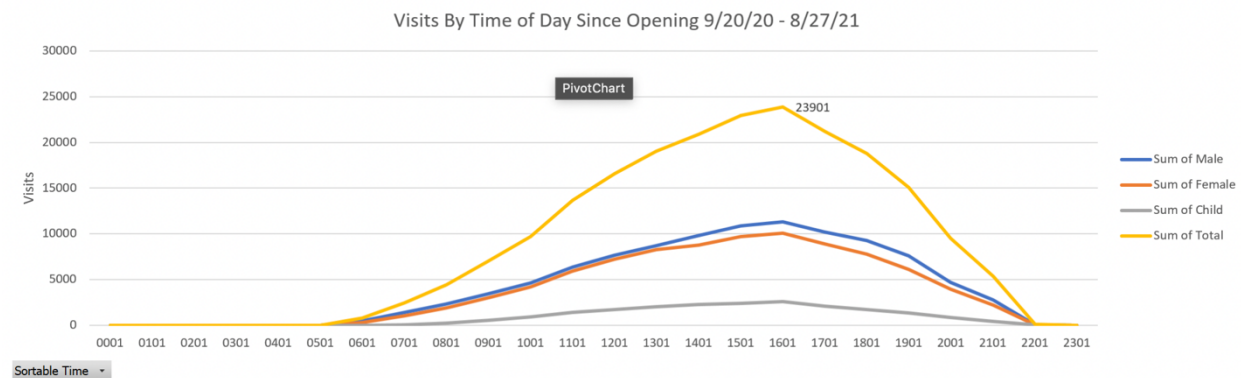
## Observable male, female, youth visitors:

- Observable male – 101,672
- Observable female – 89,327
- Observable youth – 20,634



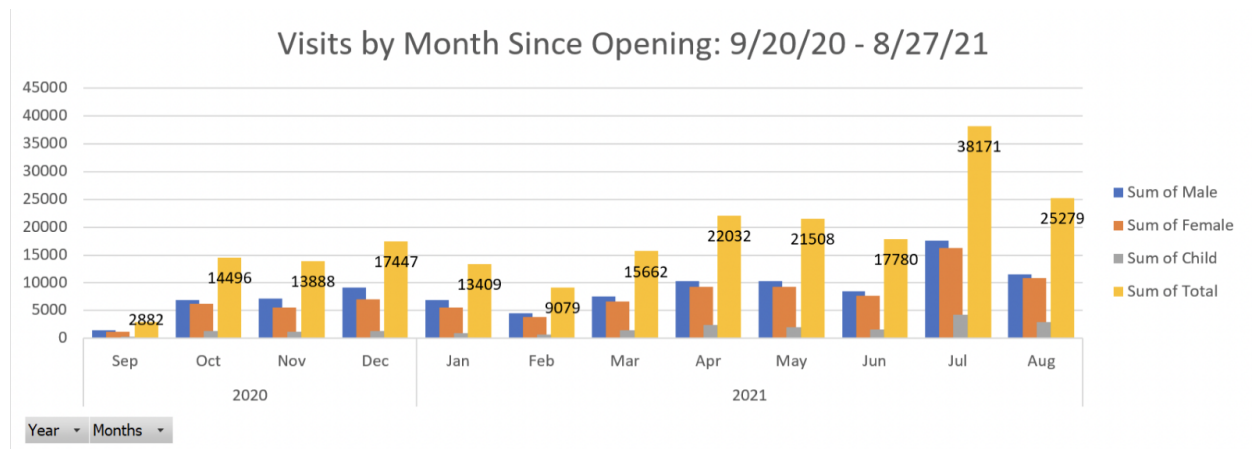
## Hourly Trends

Visitation to Pier 62 peaks between 2:00pm and 6:00 pm. There is a healthy balance of observable male, female, and youth visiting the pier. This can be used as one indicator of a welcoming and safe space for visitors.



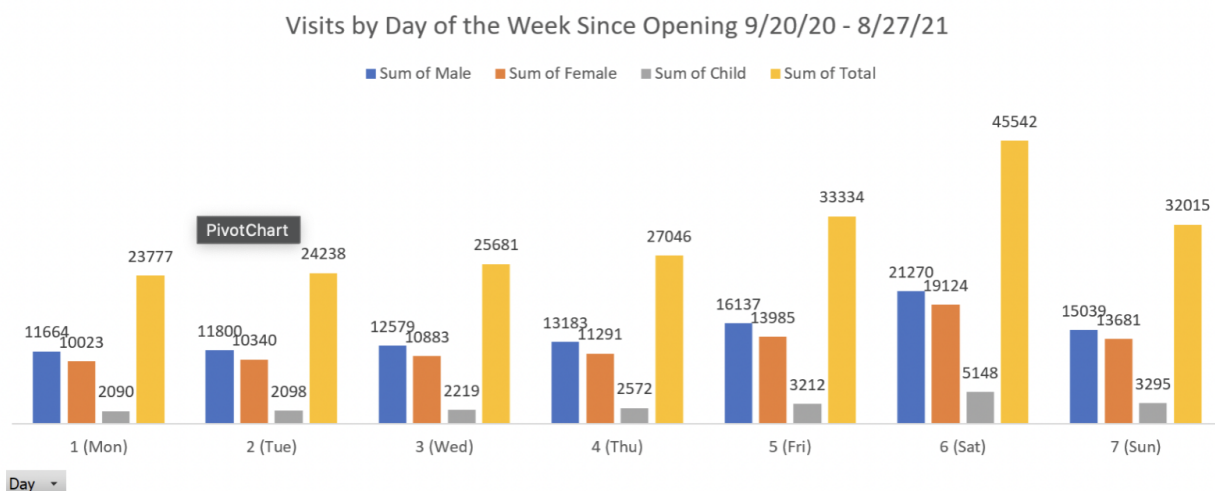
## Monthly Trends

Visitation counts were lower during the months from opening in September 2020 to February 2021. This is likely due to a combination of several factors including COVID-19 concerns, public awareness of the new park, shorter daylight hours, reduced activations, and colder weather. Visitation counts began picking up in March 2021.



## Daily Trends

Friday-Sundays were the most popular time to visit the pier. It is interesting to note that the observable youth counts approximately doubled on Saturdays, indicating the preferred day for families to visit the pier.





## SECURITY

Compiled by Jeff Ozimek, Park Operations & Recreation Manager

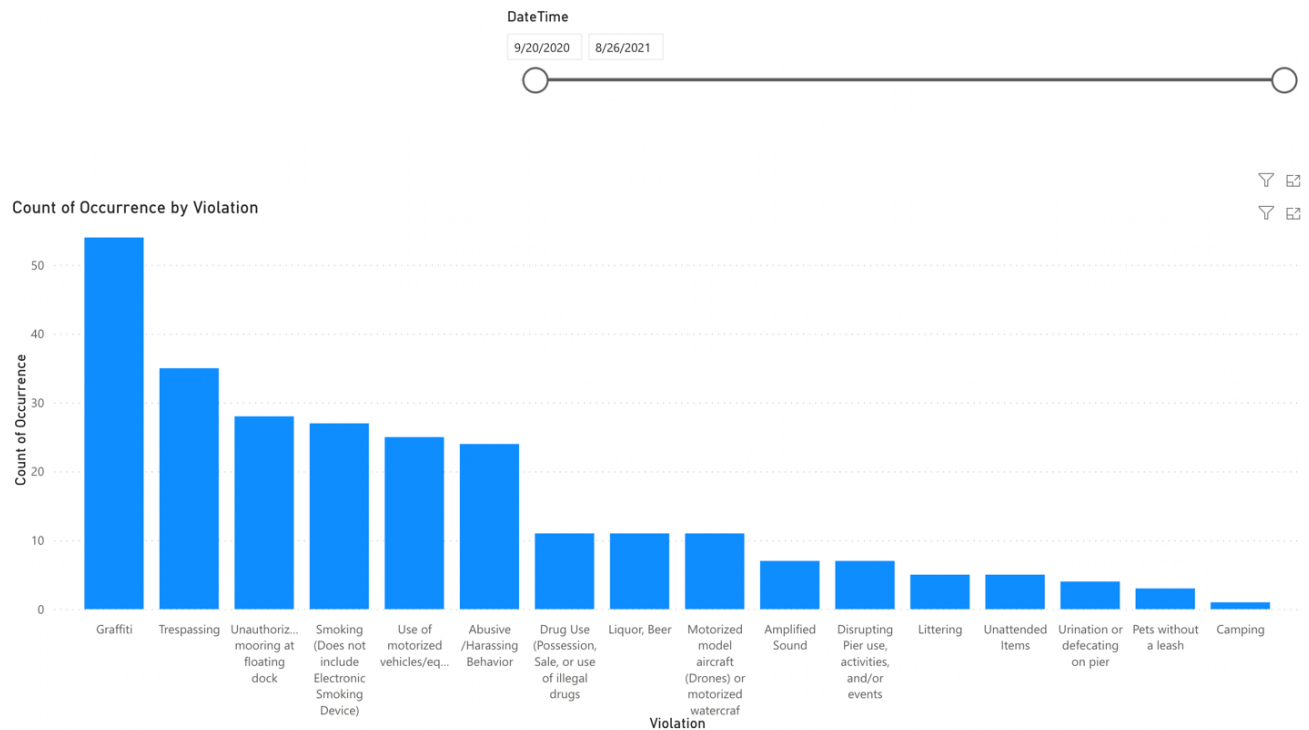
- Summary of the security services provided on the Premises, including names of companies/organizations with whom the Licensee has contracted for these services.
- Summary of incidents related to security including number of encounters, types of encounters, calls to 911, and any other relevant information.

Hired by Friends, Allied Universal has been the Safety Team contractor at Pier 62 since September 20, 2020, providing the following services:

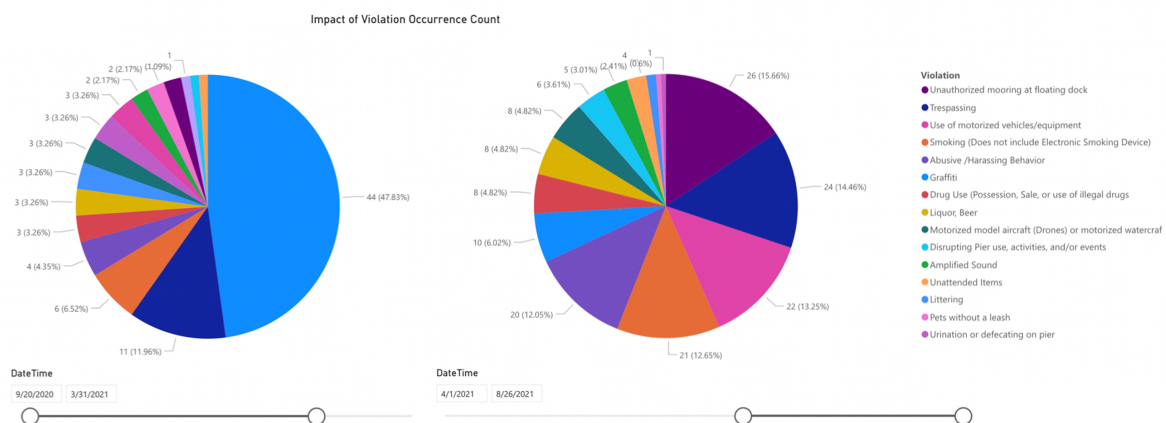
- 24/7/365 onsite private security coverage
- Incident response – medical, behavioral, public safety risks, vandalism
- Onsite presence – addressing and reporting park rule violations, behavior issues, maintenance issues, incidents, and emergency response
- Customer service – greeting visitors, answering questions, being helpful
- Patrols – Pier 62, floating dock, Pier 58, Hill Climb steps, and Union Street mural (pre-construction)
- Coordinating support with SPR, OWCP, SPD, ETS/REACH, and SDOT.
- Assisting with site management and setup of pier for activities, events, and daily operations
- Assisting with COVID requirements, sanitation, bathroom logs, and visitation counts
- Managing vehicle traffic onto and off the pier

A total of 263 incidents were logged between 9/20/2020 and 8/26/2021, with 95 calls to 911, for issues including:

- Amplified sound
- Abusive/harassing behavior
- Camping
- Use of motorized vehicles/equipment
- Disrupting pier use, activities, and/or events
- Drug use (possession, sale, or use of illegal drugs)
- Graffiti
- Gas-powered generators
- Fires / igniting of flammable materials
- Littering
- Liquor, beer
- Motorized model aircraft (drones) or motorized watercraft
- Pets without a leash
- Trespassing
- Smoking (does not include electronic smoking devices)
- Fireworks or pyrotechnics, special effects
- Unauthorized mooring at floating dock
- Urination or defecating on pier
- Unattended Items



Nearly half of all incidents logged between 9/20/20 and 3/31/21 were related to graffiti and vandalism. It is notable that during this period, Pier 62 had low visitation counts in part due to COVID-19, shorter daylight hours, colder weather, and restrictions on public activations. April through August 2021 saw significant unauthorized mooring at the floating dock, trespassing after hours, smoking, use of motorized vehicles/equipment, and harassing behavior. Note that the 28 motorized vehicles/equipment violations are a significant undercount. The actual number is difficult to log given how quickly electric scooters, pedicabs, and bikes enter and exit the pier before the Safety Team can respond.



## SOCIAL SERVICES OUTREACH

Compiled by Jeff Ozimek, Park Operations & Recreation Manager

- Number of contacts made, services offered, and outcomes as available and adhering to confidentiality guidelines as determined by City, State, and Federal law

Total Contacts Made: 1,178

### Services Offered and Outcomes by The Numbers:

Unsheltered Space Cleaning	56
Shelter	54
Food	41
Transportation	33
Identification	14
Primary Care	13
Housing Assistance Program	12
Hygiene/Presentation	12
Other	9
Relocation Assistance	8
Care Management Connection	7
Occasional Health Care Provider (Not ER)	7
Financial	4
Cultural Connection	4
Financial Management & Budgeting	3
Phone	3
Chronic Illness Treatment	2
Crisis Plan	2
Family / Friend Contact / Reunification	2
Harm Reduction Mental Health Skill Building / Support	2
Housing Stability	2
Long Distance Ticket Home	2
Birth Certificate	1
Court Advocacy	1
Defense Coordination	1
Education/Training	1
Housing Application	1
Medication Assisted Treatment	1
Mental Health Counseling	1
Mental Health Medication	1
Other Medical	1
Sexual Health Education / Safe Sex Planning	1
SUD Inpatient	1
Triage Medical	1
Vaccination	1
<b>Total</b>	<b>305</b>



## **PUBLIC RESTROOMS**

Compiled by Jeff Ozimek, Park Operations & Recreation Manager

- Number and frequency of publicly available restrooms and cleaning frequency

Due to COVID-19 public health safety concerns and in accordance with the Emergency Addendum, public restrooms were not provided at Pier 62 from 9/20/20 to 3/31/21.

From 4/1/21 to 8/31/21, three regular Honey Bucket units, one ADA unit, and one handwashing station were provided. A custom fabricated enclosure was installed to secure the units together to prevent tipping from vandalism and high winds.

A standard operating procedure was developed for hourly checks of the units, additional sanitizing throughout the day with cleaning spray in accordance with CDC List-N for COVID, and managing incidents.

From 6/16/21 to 8/31/21, a trailered luxury Comfort Station with running water, flush toilets, electrical, and air conditioning was implemented on Pier 62.

### **Servicing:**

- Daily full servicing and restocking of supplies in Honey Bucket units and Comfort station
- Hourly cleanliness checks
- CDC List-N sanitizing spray-downs of units and maintenance cleaning throughout the day

Emergency servicing was provided upon request.

## COMMUNITY OUTREACH

Compiled by Marie Kidhe, Senior Community Engagement Manager

- Summary of outreach methods (surveys, etc.) implemented to collect community input and feedback regarding how safe, welcoming, and vibrant the parks are perceived to be regarding the quality and effectiveness of programming and activities.
- Summary of all community outreach data collected.



a. Community Engagement SYLEP Summer Intern Chelsea Wong. Photo by Jordan Somers.

Friends' community engagement efforts centered on introducing and reintroducing the Waterfront Park project to various communities in the greater Seattle area. Friends received a multitude of feedback from individuals, organizations, and community partners who felt uninformed or were completely unaware of the developments occurring on the waterfront.

We conducted widespread community outreach in a variety of ways (see CE-2). COVID-19 affected our ability to do in-person outreach through most of

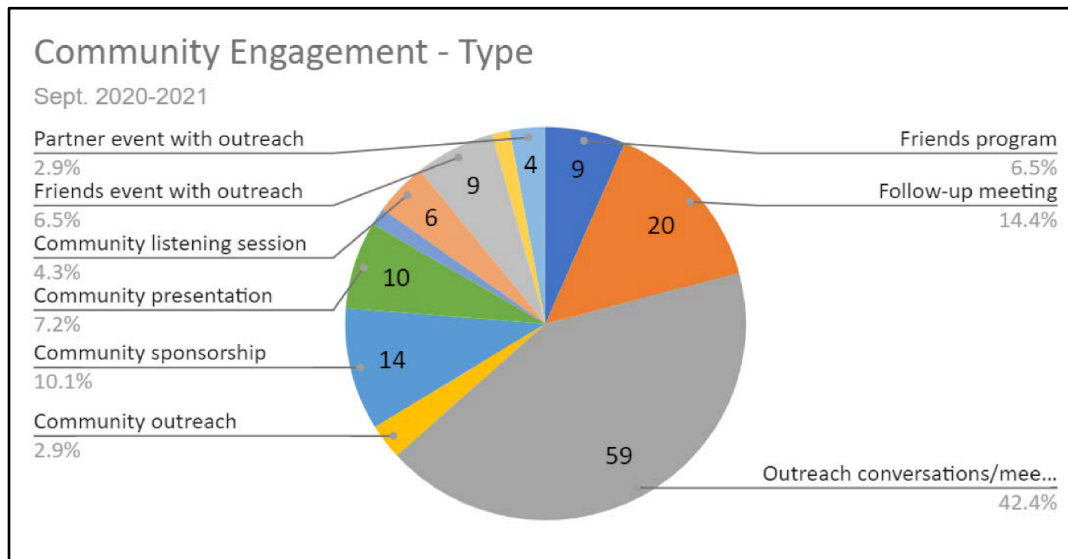
2020 and part of 2021. However, we engaged in community storytelling, fundraiser and event sponsorships, cold calls/emails, professional and nonprofit presentations, and diverse media outreach, including Converge Media and Do206. We chose to focus over the past year on ensuring that historically underrepresented communities were informed and included in current and upcoming programming and public benefits (see CE-1).

The Community Engagement Team supported Friends' Operations team on initiatives for public safety and the surrounding unsheltered population. Among many activities, we did intercept surveys (see CE-3), provided funding to buy critical outreach items (socks, gloves, hand warmers, hygiene kits) for our ETS/REACH coordinators, held meal and night outreach walks, and met regularly.

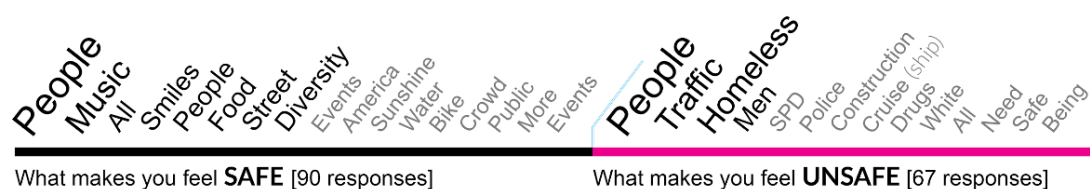
Our engagement and outreach around public safety continues with a newly launched Guest Experience of Safety, Comfort & Programs survey (see CE-5), which is being promoted in person, through partners, and by email and social media. We continue to work collaboratively internally and externally, teaming up with Friends' Programs and Operations teams and reaching out to community partners, locals, and tourists who are looking to experience and contribute to Pier 62 and the future Waterfront Seattle.

Community Engagement Activities				
Sept. 2020-2021				
	# Events	% Events	Leaders formally met with	% Leaders
<b>Total</b>	<b>139</b>	<b>-</b>	<b>174</b>	<b>-</b>
Underserved	74	53%	101	58%

CE 1



CE 2



Intercept Surveys | Pier 62, Block Party 7.10.21 | 157 responses | Words with at least 3 frequency, size by rank

CE 3

## PUBLIC BENEFIT

Compiled by Marie Kidhe, Senior Community Engagement Manager

- Summary of aspirational target(s) and actual outcomes regarding the securing of contracts, vendors and concessions through Women and Minority Owned Business enterprises (WMBE)
- Outreach to surrounding communities, including underserved populations:
- Summaries to indicate extent; scope of outreach (how many people contacted, what groups and organizations contacted)
- Status of Community Connections Committee and Park Programming Panel

We supported program curation, vending, and partner outreach, with an emphasis on local BIPOC and LGBTQIA+ populations, women, immigrants, and minority-owned small businesses (see PB-1). We engaged in recorded listening sessions about representation in our marketing visuals (Anita “Lady A” White) and public programs (Randy Ford & 206 Zulu). We listened to and forged and strengthened relationships with the Suquamish Tribal Board & Museum, the Muckleshoot Tribe, Colleen Echohawk and the Chief Seattle Club, Potlatch Fund, and Louie Gong of Eighth Generation. We contacted many others, with 139 outreach events (53% for underserved populations) and formal meetings with 174 leaders (58% from underserved groups).



*Marie Kidhe and Yoon Kang O'Higgins of Friends with Marilyn Wandrey, Suquamish elder and board vice president. Photo by Raven Two Feathers.*

Friends spent \$65,000 on 2020-2021 event and program promotions with a diverse mix of media partners including many Women and Minority Owned Businesses such as Rainier Avenue Radio, Converge Media, El Raza del Noroeste, Seattle Chinese Times, Northwest Vietnamese News, Northwest Asian Weekly, South Seattle Emerald, and Seattle Gay News.

Our Community Engagement and Public Programs teams created a vision statement and charters for the Community Connections Committee (C3), Program Panel (C3 subcommittee), and Indigenous Pulling Together Committee. The C3 is an internal advisory board made up of local and respected members of specific demographics, who will guide our public programs, engagement, and outreach efforts. The Indigenous Pulling Together Committee is being assembled in partnership with Potlatch Fund. The Satterberg Foundation awarded Friends' Community Engagement team a \$50K grant to support this work. Prospective committee members have been identified and are being recruited for fall launch activities.



# 43

Sept. 2020-2021

## Underserved Vendors & Contractors Used

206 Zulu	In Mendez Family LLC	SP Eighth Generation
ADEFUA Cultural Education	Intentionalist.com	Steve Hyde Films LLC
Workshop	Japonessa Sushi Cocina	Storytellers for Change LLC
Black Heritage Society	Marjorie Restaurant LLC	Super Six
Blue Poppy Floral	Monsoon	Tan Mats, LLC
Central District Forum	Nguoi-Viet Tay-BAC Weekly	Taqueria Cantina
Chief Seattle Club	Open Arms Perinatal Services	That Brown Girl Cooks
Converge Media	Opportunity Leadership Network	The Next Level Fitness PNW LLC
Duwamish River Cleanup	Plum Bistro	The Seattle Steel Pan Project
Duwamish Tribe	Rainier Avenue Radio	Tiny's Creole Bistro
EB Lady 5th Annual	Robert Wade Photography	Umoja Peace Center
El Centro De La Raza	Seattle Chinese Times	Ventures
Food Truck Connection	Seattle Gay News	Wa Na Wari
GSBA	Seattle Indian Health Board	Wing Lake Museum
IMDiversity	South Seattle Emerald	WPY Urban Impact

*PB 1*

## PIER 62 GUEST EXPERIENCE SURVEY SUMMARY\*

Compiled by George Lee, Consultant

Conducted in September and October 2021, the Pier 62 Guest Experience Survey collected responses from community members who had visited Pier 62 in 2021 and programming questions have been answered only by those who experienced programs on Pier 62. As of October 5, 2021, with 440 verified respondents, 74% or more said that their experience met (32%), slightly exceeded (22%) or significantly exceeded (20%) their expectations before arriving at Pier 62 for their experiences of feeling safe from harm, comfortable and being well take care of, and of programming. Respondent demographics indicated respondents were: 47% BIPOC, 47% educated below a Bachelor-degree level, almost all from local zip codes, 61% Heterosexual and 69% under 45 years of age.

Other key statistics:

- Programming made respondents feel safer and more comfortable at Pier 62.
  - Significantly safer (20%), slightly safer (28%), no change (29%)
  - Significantly more comfortable (23%), slightly more comfortable (25%), no change (31%)
- People who visited Pier 62 attended or observed a program 86% of the time.
- Respondents felt safer than they expected from COVID-19 on Pier 62.
  - Met (38%), slightly exceeded (19%), significantly exceeded expectations (19%)
- People who visited Pier 62 came back for more of the Pier 62 experience: 28% visited twice and 40% visited three or more times.
- Groups, and groups with young people visited Pier 62.
  - Travel party of two (40%), three (25%), four or more (15%) and those traveling with someone under 18 (52%).

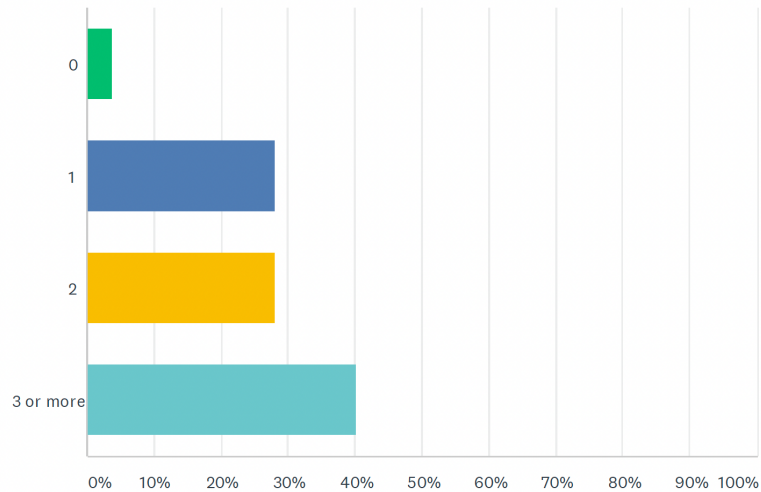
\*Full survey results in Appendix (*next page*)

## APPENDIX

### Pier 62 Guest Experience Survey

#### Q1 How many visits did you make to Pier 62 in 2021?

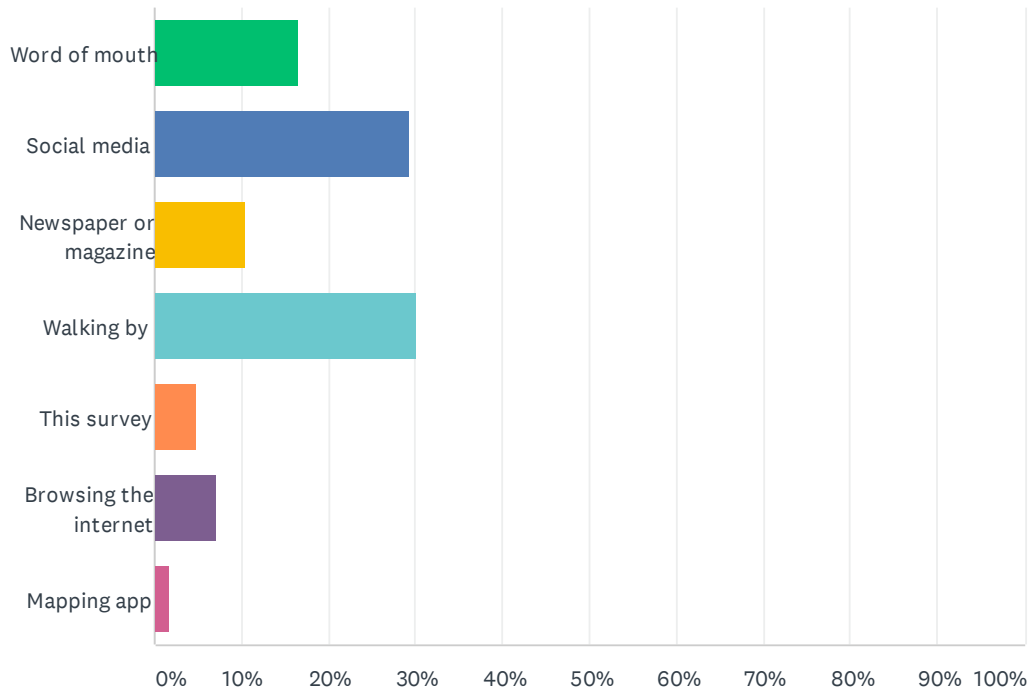
Answered: 440 Skipped: 0



ANSWER CHOICES	RESPONSES	
0	3.86%	17
1	27.95%	123
2	27.95%	123
3 or more	40.23%	177
TOTAL		440

## Q2 How did you first hear about Pier 62?

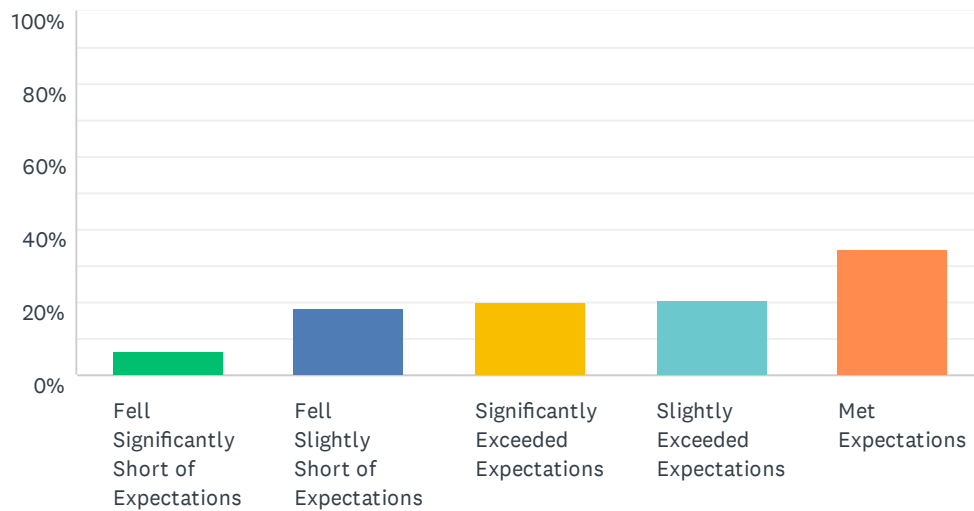
Answered: 375 Skipped: 65



ANSWER CHOICES	RESPONSES	
Word of mouth	16.53%	62
Social media	29.33%	110
Newspaper or magazine	10.40%	39
Walking by	30.13%	113
This survey	4.80%	18
Browsing the internet	7.20%	27
Mapping app	1.60%	6
TOTAL		375

### Q3 Which phrase best describes your Pier 62 experience in terms of “safety from harm” on this trip compared to your expectations before arriving? Would you say Pier 62...

Answered: 375   Skipped: 65

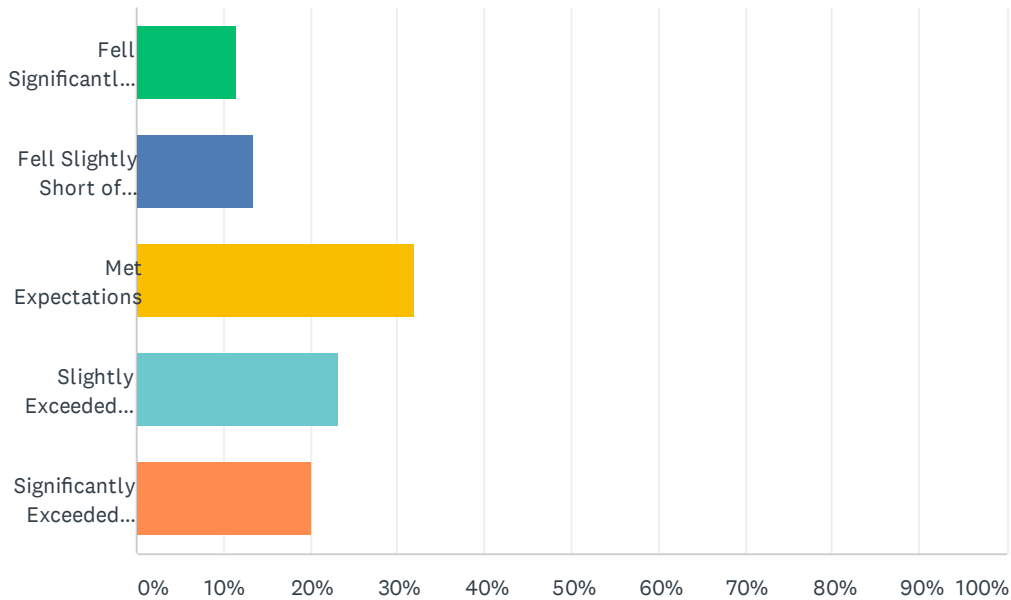


ANSWER CHOICES	RESPONSES	
Fell Significantly Short of Expectations	6.67%	25
Fell Slightly Short of Expectations	18.40%	69
Significantly Exceeded Expectations	20.00%	75
Slightly Exceeded Expectations	20.27%	76
Met Expectations	34.67%	130
TOTAL		375



# Q5 Which phrase best describes your Pier 62 experience in terms of “feeling comfortable and well taken care of” on this trip compared to your expectations before arriving? Would you say Pier 62...

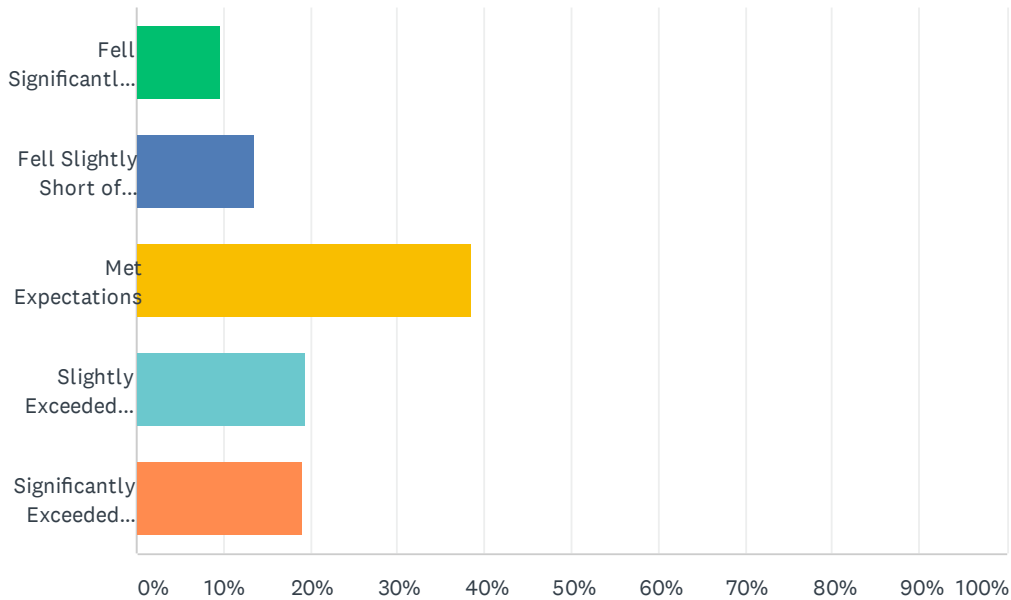
Answered: 375 Skipped: 65



ANSWER CHOICES	RESPONSES	
Fell Significantly Short of Expectations	11.47%	43
Fell Slightly Short of Expectations	13.33%	50
Met Expectations	32.00%	120
Slightly Exceeded Expectations	23.20%	87
Significantly Exceeded Expectations	20.00%	75
TOTAL		375

## Q7 Which phrase best describes your Pier 62 experience in terms of “safety from COVID-19” on this trip compared to your expectations before arriving? Would you say Pier 62...

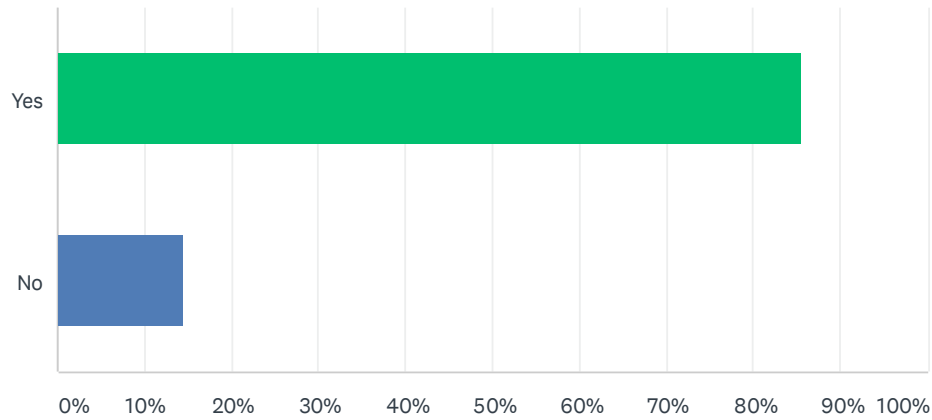
Answered: 375 Skipped: 65



ANSWER CHOICES	RESPONSES	
Fell Significantly Short of Expectations	9.60%	36
Fell Slightly Short of Expectations	13.60%	51
Met Expectations	38.40%	144
Slightly Exceeded Expectations	19.47%	73
Significantly Exceeded Expectations	18.93%	71
TOTAL		375

## Q9 Did you attend or observe a program during your visit to Pier 62?

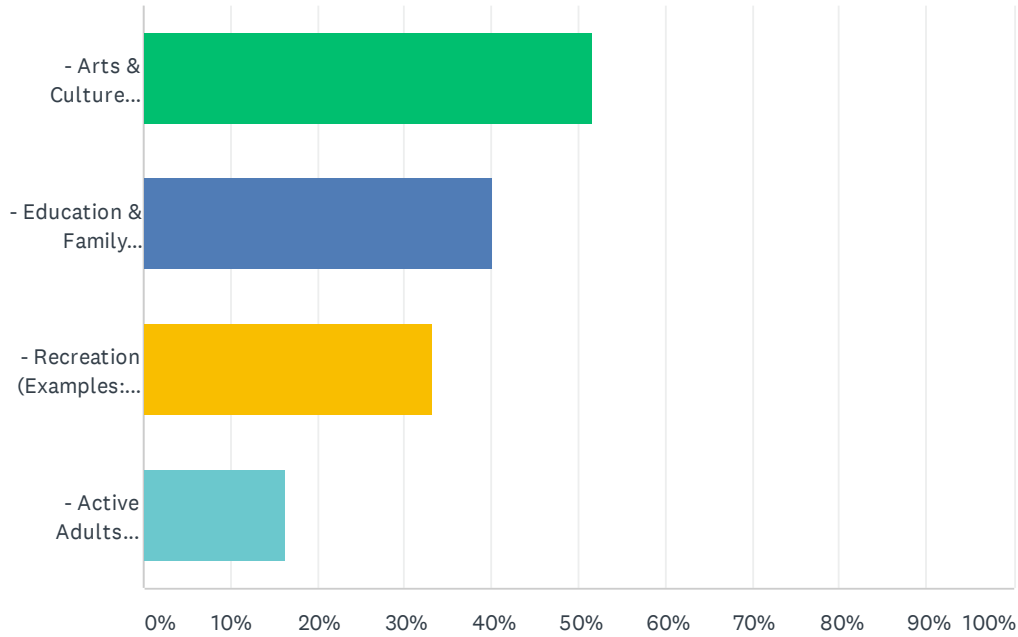
Answered: 375 Skipped: 65



ANSWER CHOICES	RESPONSES	
Yes	85.60%	321
No	14.40%	54
TOTAL		375

## Q10 What types of programming did you experience?

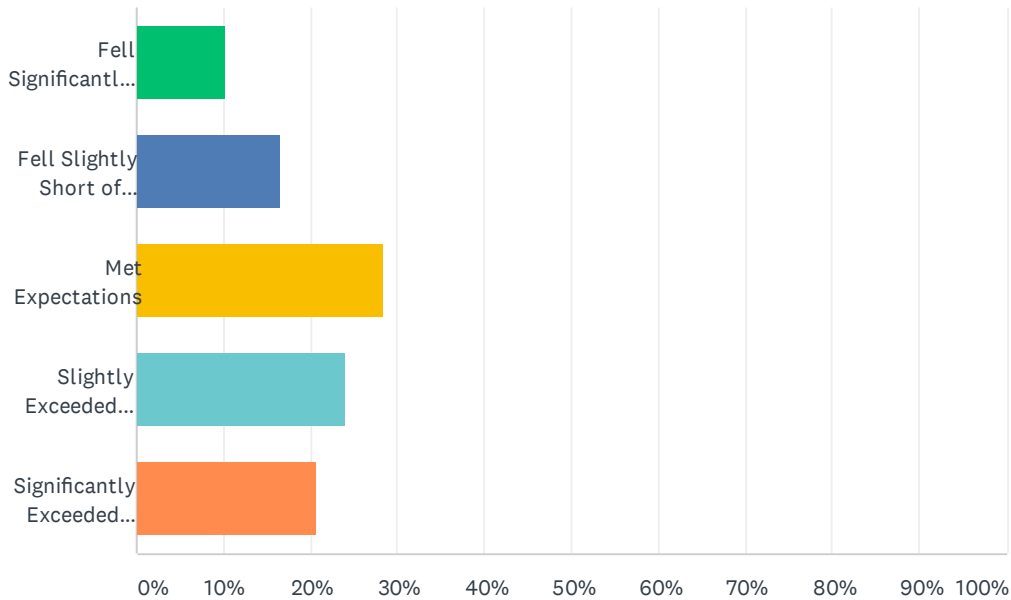
Answered: 313 Skipped: 127



ANSWER CHOICES	RESPONSES	
- Arts & Culture (Examples: KEXP Beats & Eats, Meditation & Sound Bath, West African Dance with Live Drumming)	51.76%	162
- Education & Family (Examples: Native Storytelling with Roger Fernandez, Seattle Aquarium Storytime, Seawall Research Talk)	40.26%	126
- Recreation (Examples: Fitness Training Classes, Skateboard with Skate Like A Girl, Zumba & Dance Classes)	33.23%	104
- Active Adults (Examples: Dancing Till Dusk, Beer Garden)	16.29%	51
Total Respondents: 313		

# Q11 Which phrase best describes your program experience on Pier 62 on this trip compared to your expectations before arriving? Would you say this program on Pier 62...

Answered: 313 Skipped: 127

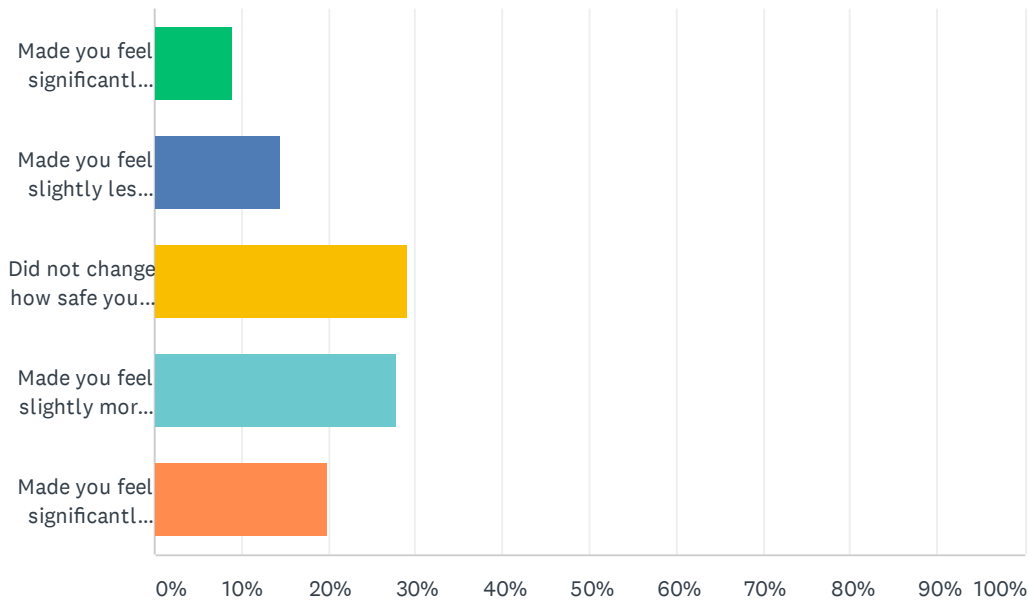


ANSWER CHOICES	RESPONSES	
Fell Significantly Short of Expectations	10.22%	32
Fell Slightly Short of Expectations	16.61%	52
Met Expectations	28.43%	89
Slightly Exceeded Expectations	23.96%	75
Significantly Exceeded Expectations	20.77%	65
TOTAL		313



## Q12 How did the program, whether you attended or observed, make you feel related to safety? Would you say the programming...

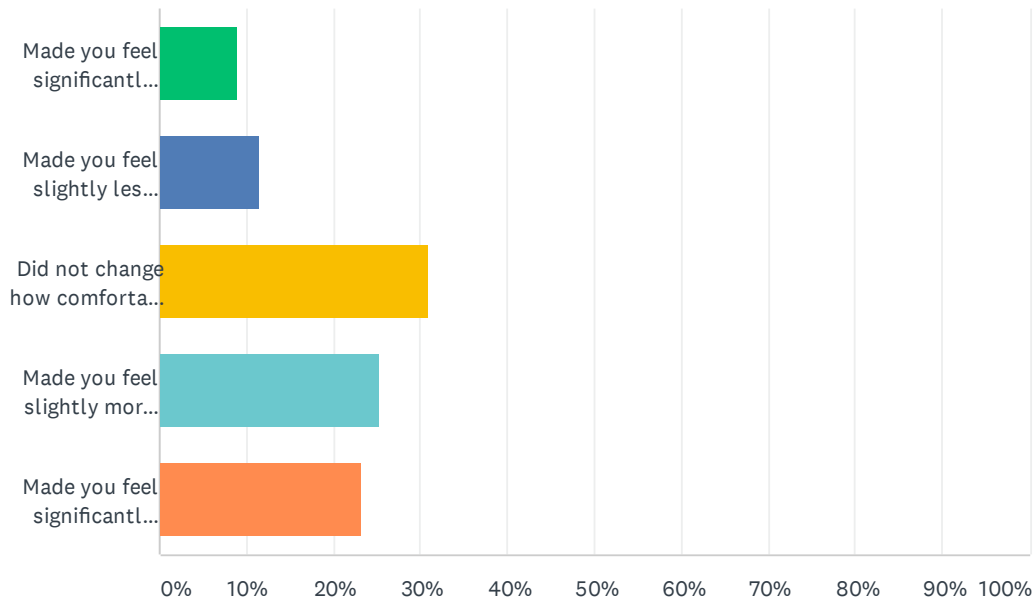
Answered: 313 Skipped: 127



ANSWER CHOICES	RESPONSES	
Made you feel significantly less safe	8.95%	28
Made you feel slightly less safe	14.38%	45
Did not change how safe you felt	29.07%	91
Made you feel slightly more safe	27.80%	87
Made you feel significantly more safe	19.81%	62
TOTAL		313

# Q13 How did the program, whether you attended or observed, make you feel related to comfort? Would you say the program...

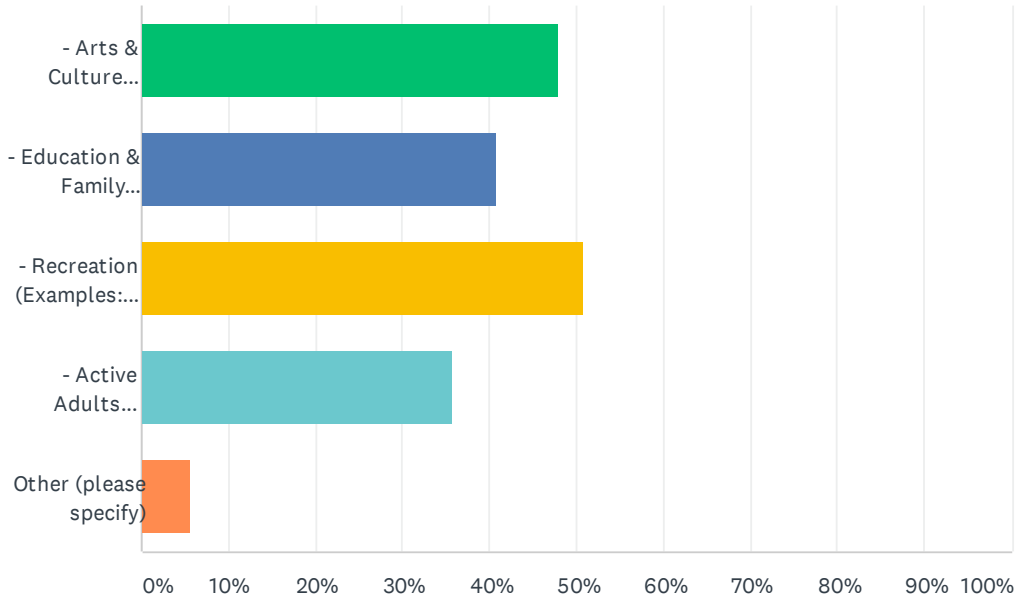
Answered: 313 Skipped: 127



ANSWER CHOICES	RESPONSES	
Made you feel significantly less comfortable	8.95%	28
Made you feel slightly less comfortable	11.50%	36
Did not change how comfortable you felt	30.99%	97
Made you feel slightly more comfortable	25.24%	79
Made you feel significantly more comfortable	23.32%	73
TOTAL		313

## Q14 What kinds of programs would you most like to attend in the future at Pier 62?

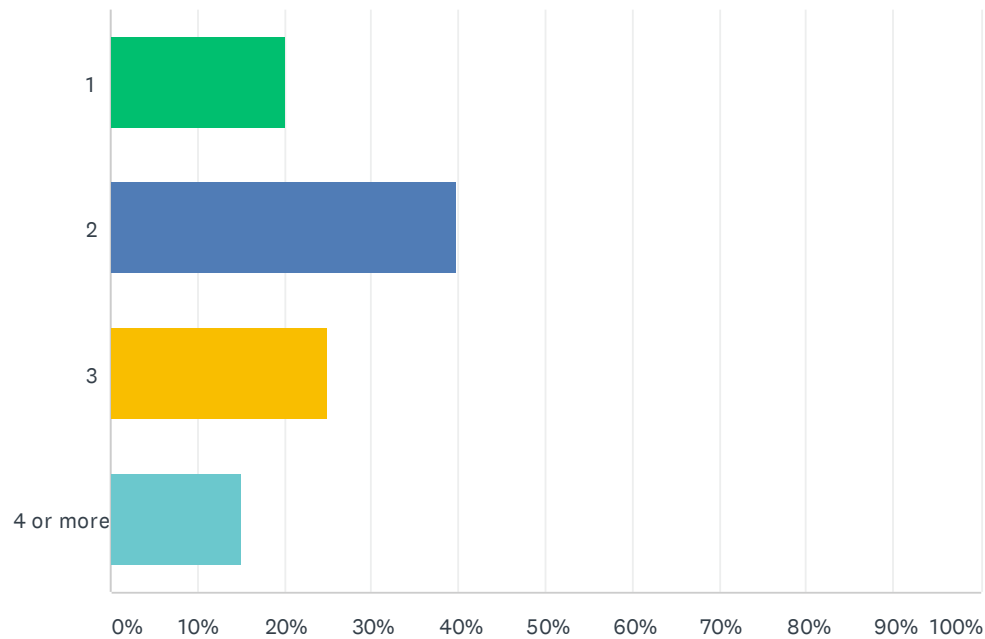
Answered: 313 Skipped: 127



ANSWER CHOICES	RESPONSES	
- Arts & Culture (Examples: KEXP Beats & Eats, Meditation & Sound Bath, West African Dance with Live Drumming)	47.92%	150
- Education & Family (Examples: Native Storytelling with Roger Fernandez, Seattle Aquarium Storytime, Seawall Research Talk)	40.89%	128
- Recreation (Examples: Fitness Training Classes, Skateboard with Skate Like A Girl, Zumba & Dance Classes)	50.80%	159
- Active Adults (Examples: Dancing Till Dusk, Beer Garden)	35.78%	112
Other (please specify)	5.75%	18
Total Respondents: 313		

## Q15 Including you, what was the size of your travel party ?

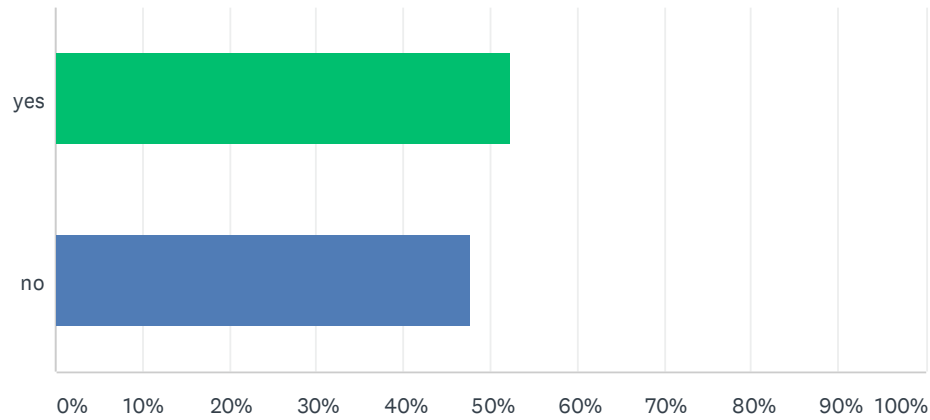
Answered: 357 Skipped: 83



ANSWER CHOICES	RESPONSES	
1	20.17%	72
2	39.78%	142
3	24.93%	89
4 or more	15.13%	54
TOTAL		357

## Q16 Did you visit Pier 62 with someone under 18 years of age?

Answered: 357 Skipped: 83

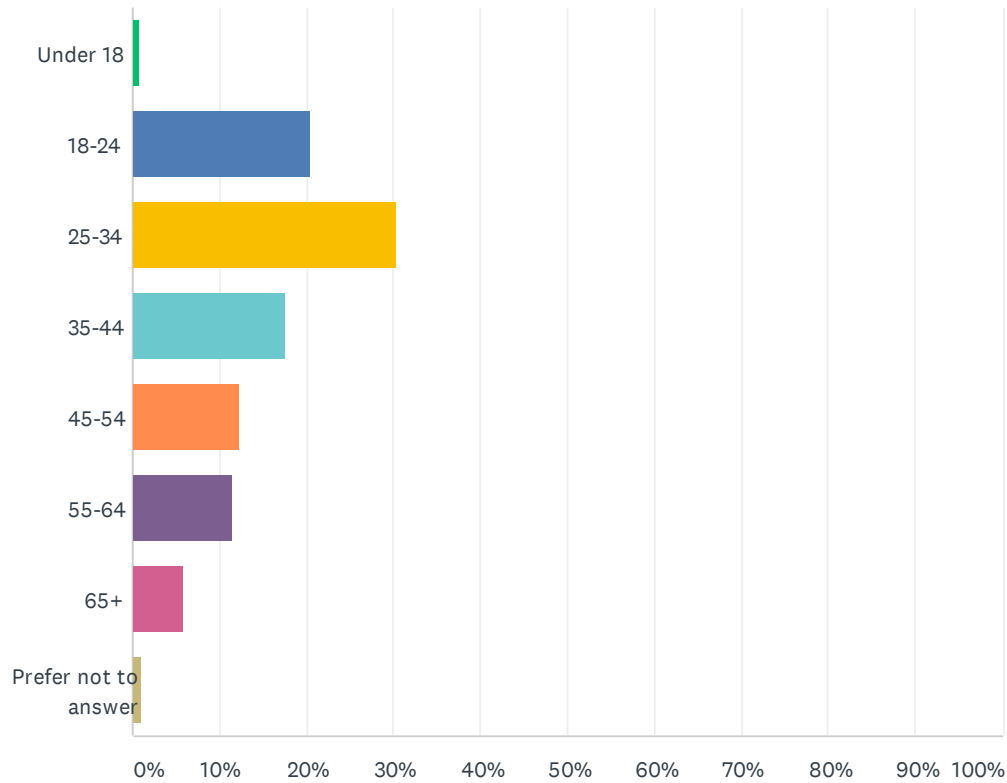


ANSWER CHOICES	RESPONSES	
yes	52.38%	187
no	47.62%	170
TOTAL		357



## Q17 What is your age?

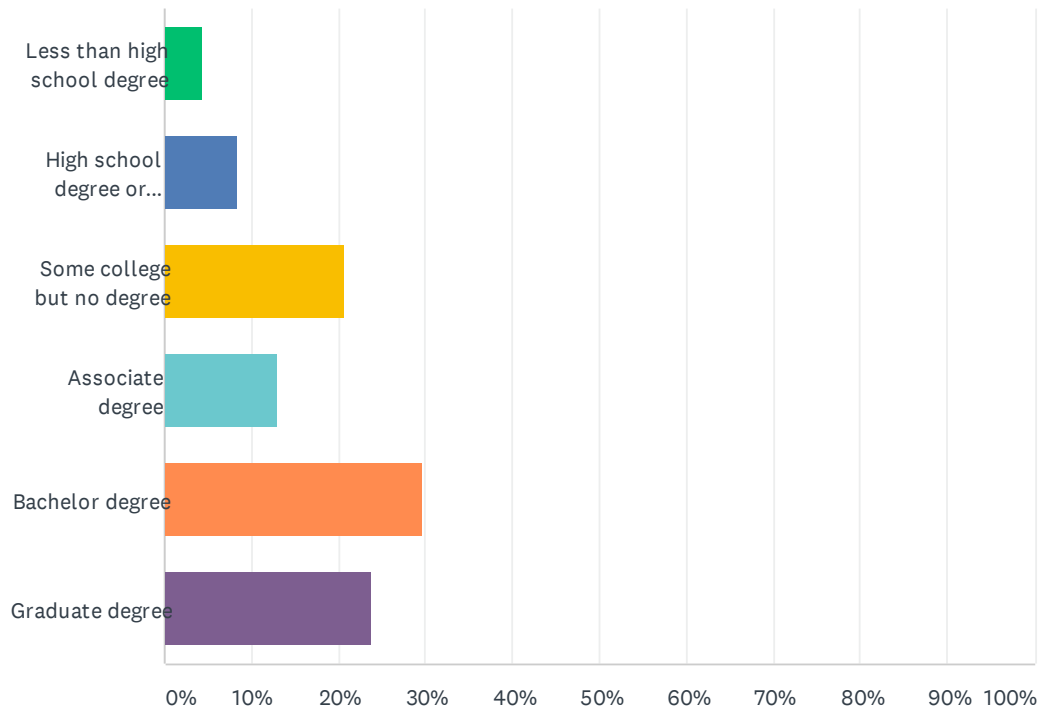
Answered: 357   Skipped: 83



ANSWER CHOICES	RESPONSES	
Under 18	0.84%	3
18-24	20.45%	73
25-34	30.25%	108
35-44	17.65%	63
45-54	12.32%	44
55-64	11.48%	41
65+	5.88%	21
Prefer not to answer	1.12%	4
TOTAL		357

## Q18 What is the highest level of school you have completed or the highest degree you have received?

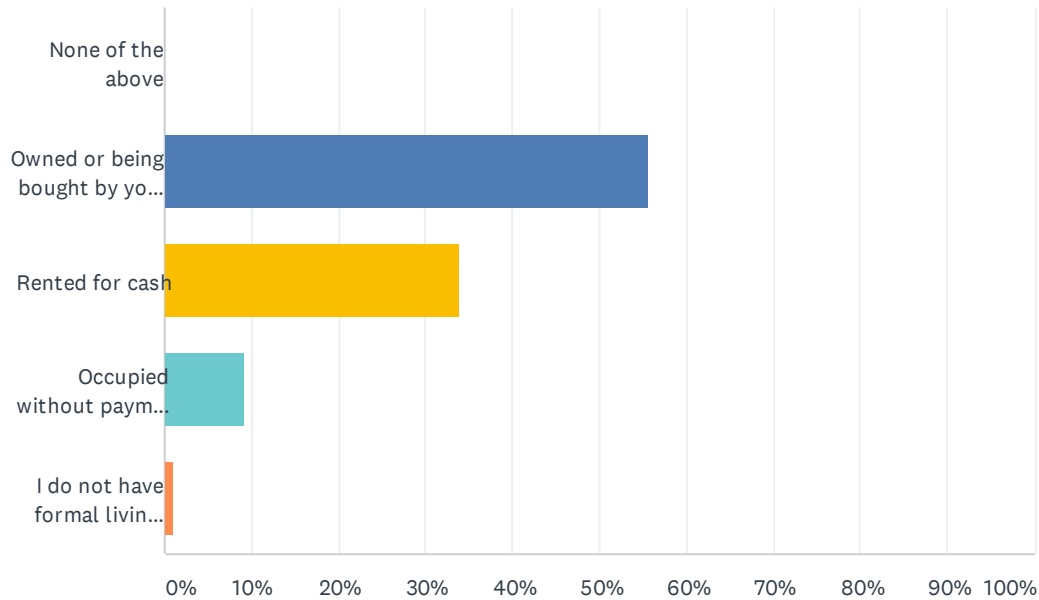
Answered: 357 Skipped: 83



ANSWER CHOICES	RESPONSES	
Less than high school degree	4.48%	16
High school degree or equivalent (e.g., GED)	8.40%	30
Some college but no degree	20.73%	74
Associate degree	12.89%	46
Bachelor degree	29.69%	106
Graduate degree	23.81%	85
TOTAL		357

## Q19 Are your living accommodations owned or being bought by you or someone in your household, rented for cash, or occupied without payment of cash rent?

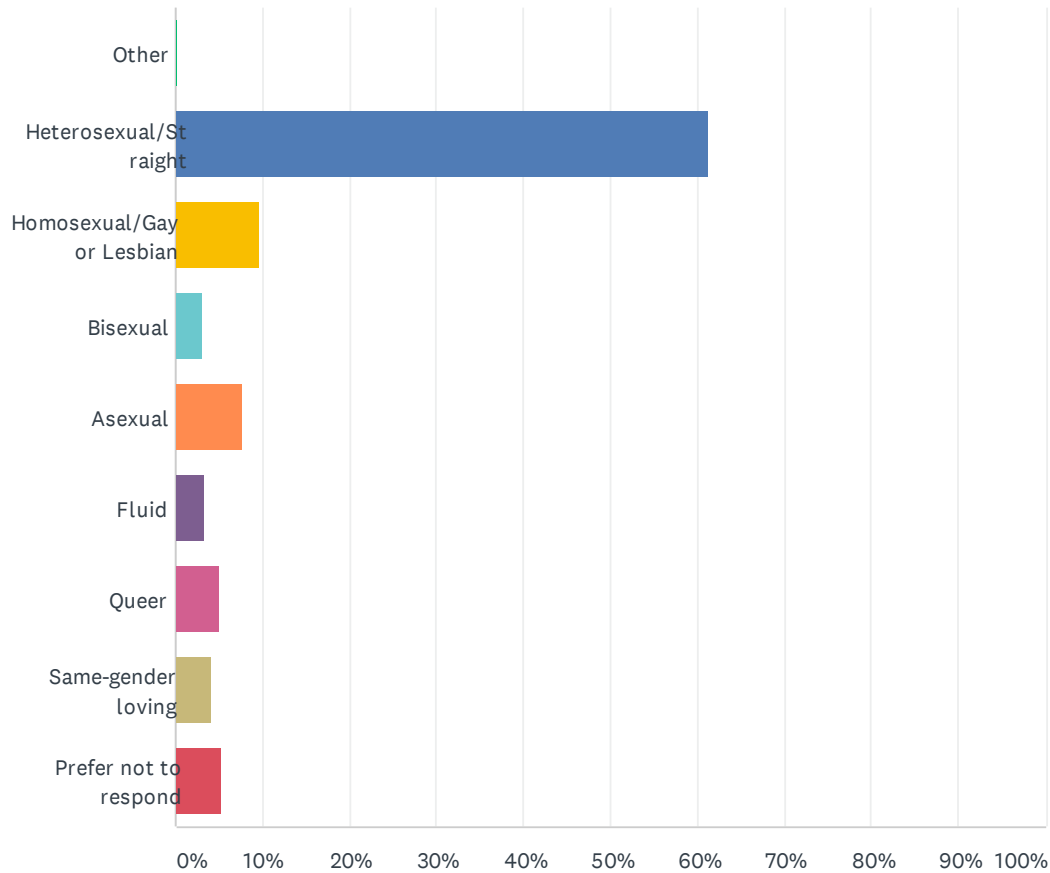
Answered: 357   Skipped: 83



ANSWER CHOICES	RESPONSES	
None of the above	0.00%	0
Owned or being bought by you or someone in your household	55.74%	199
Rented for cash	33.89%	121
Occupied without payment of cash rent	9.24%	33
I do not have formal living accommodations (experiencing homelessness)	1.12%	4
<b>TOTAL</b>		<b>357</b>

## Q20 What is your sexual orientation?

Answered: 357   Skipped: 83

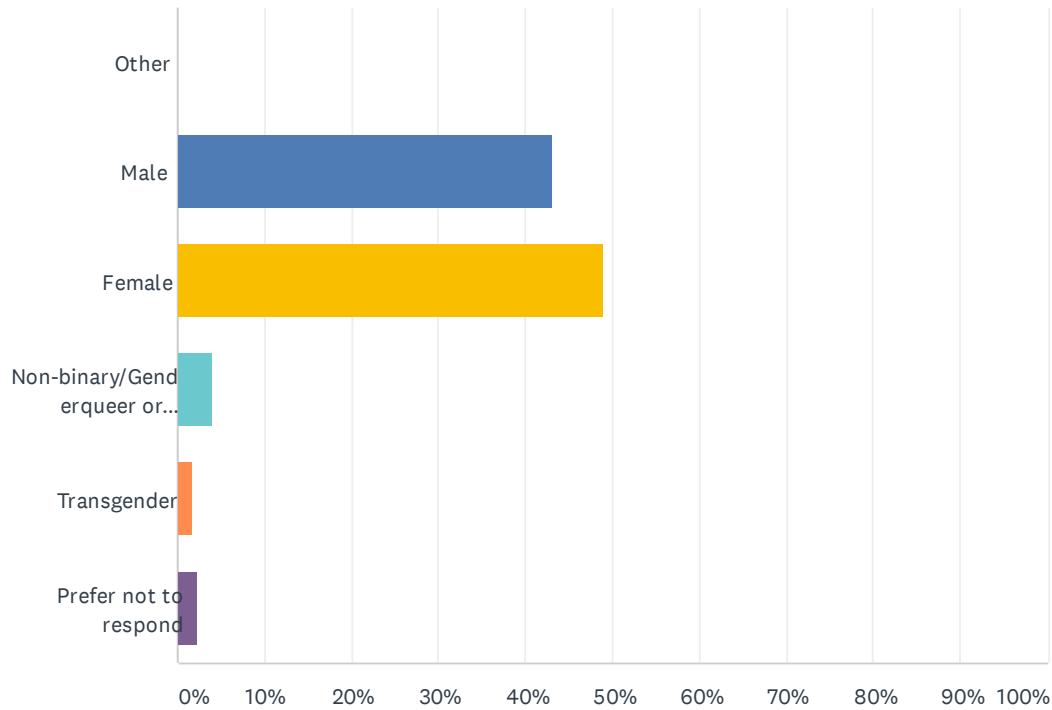


ANSWER CHOICES		RESPONSES	
Other		0.28%	1
Heterosexual/Straight		61.34%	219
Homosexual/Gay or Lesbian		9.52%	34
Bisexual		3.08%	11
Asexual		7.84%	28
Fluid		3.36%	12
Queer		5.04%	18
Same-gender loving		4.20%	15
Prefer not to respond		5.32%	19
TOTAL			357

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	

## Q21 What gender do you identify as?

Answered: 357   Skipped: 83



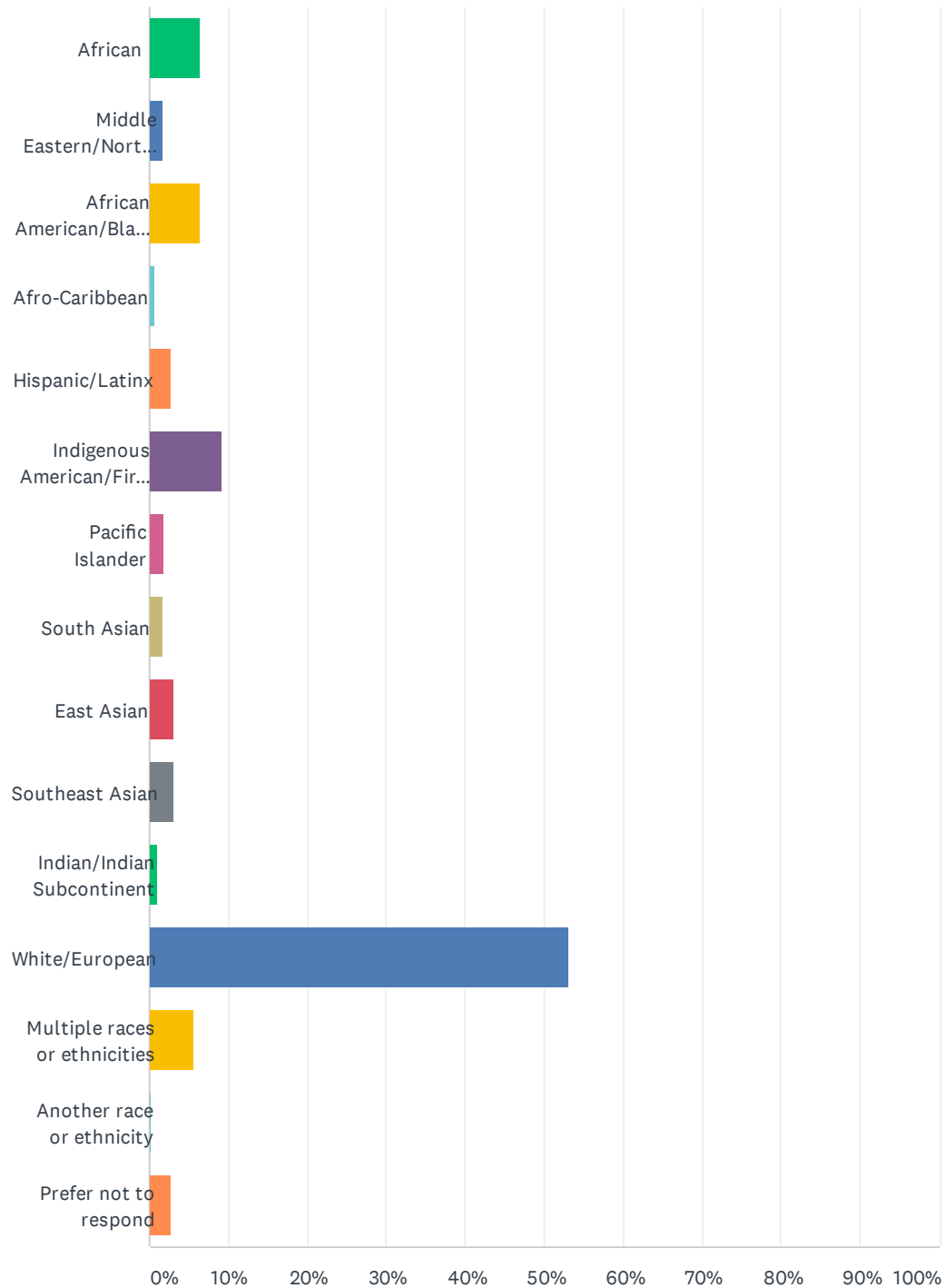
ANSWER CHOICES	RESPONSES	
Other	0.00%	0
Male	43.14%	154
Female	49.02%	175
Non-binary/Genderqueer or genderfluid/Non-binary	3.92%	14
Transgender	1.68%	6
Prefer not to respond	2.24%	8
<b>TOTAL</b>		<b>357</b>

#	OTHER (PLEASE SPECIFY)	DATE
	There are no responses.	



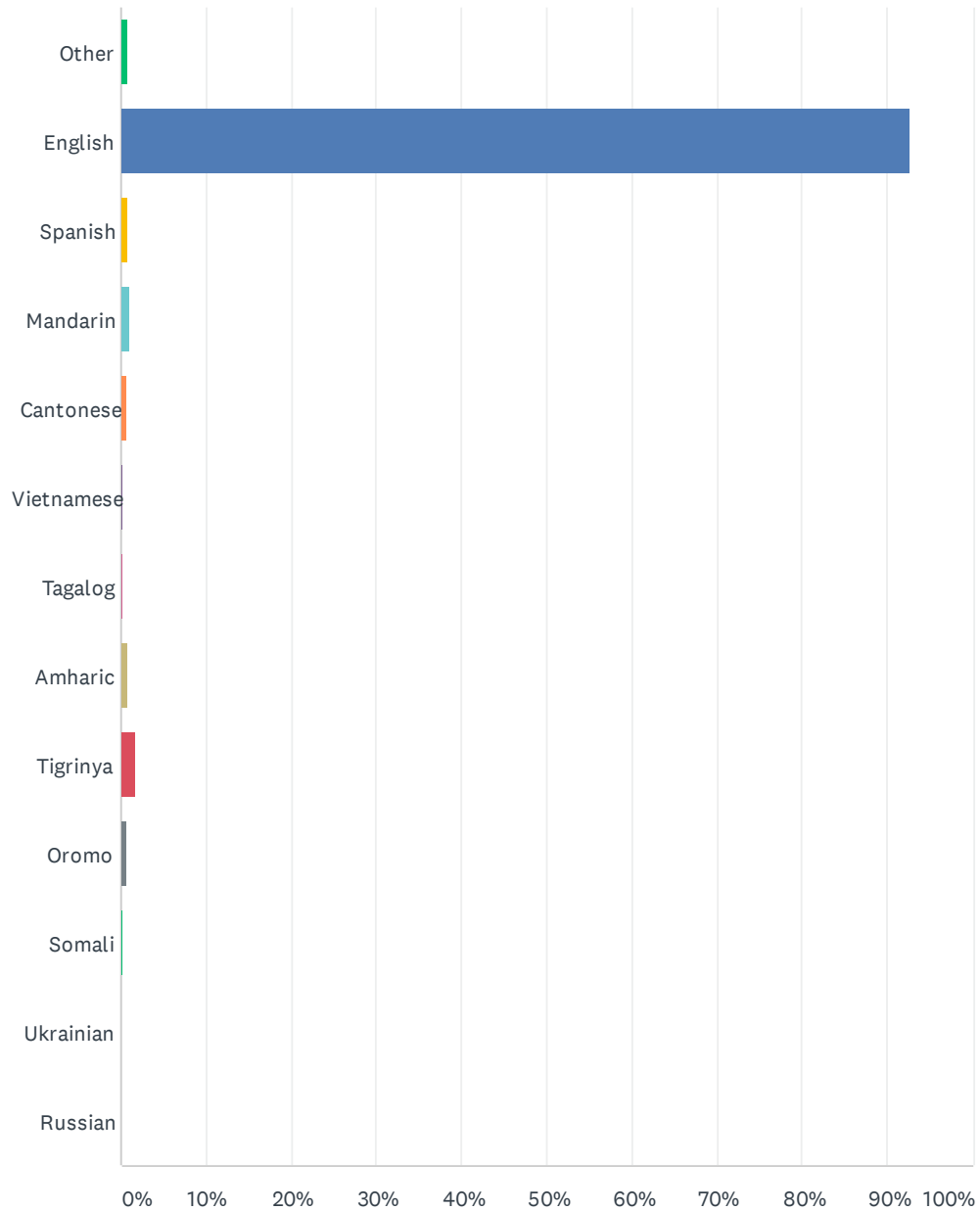
## Q22 Which races and/or ethnicities do you identify with?

Answered: 357 Skipped: 83



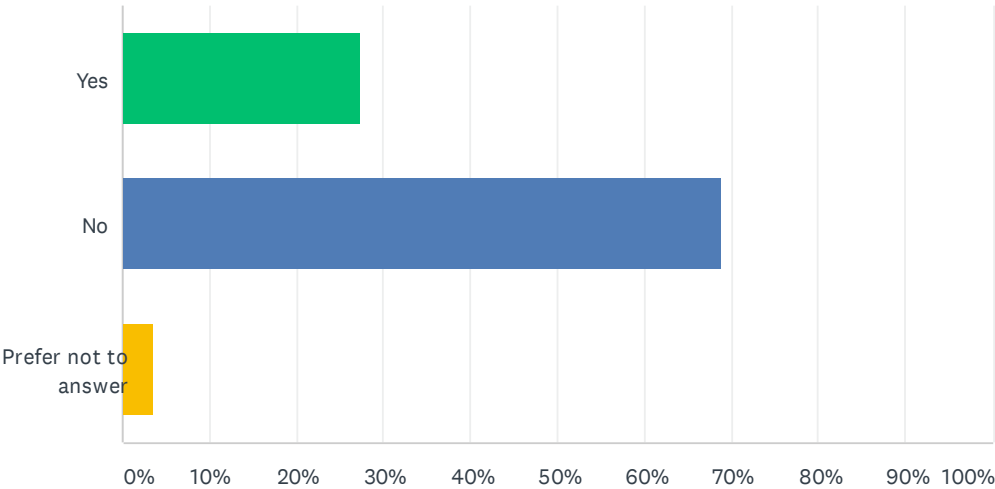
## Q23 What language do you speak at home?

Answered: 357 Skipped: 83



Q24 Do you consider yourself to be a person with a disability?

Answered: 357    Skipped: 83



ANSWER CHOICES	RESPONSES	
Yes	27.45%	98
No	68.91%	246
Prefer not to answer	3.64%	13
TOTAL		357