MID Ratepayer Advisory Board

August 30, 2022
Agenda

8:00 Call to order
8:02 Guest Ratepayer Comment
8:05 Chair’s Report
8:10 MID Moment
8:15 Program Manager Report
8:20 Financial Report
8:25 MID Visibility
8:35 Ambassador Staffing
8:40 MID Renewal
9:14 New Business & Adjourn
Guest Ratepayer Comment

Lisa Nitze, Chair
Chair’s Report

Lisa Nitze, Chair
MID Moment

Jennifer Casillas, VP Public Realm & Ambassador Operations
Program Manager Report

Jon Scholes, DSA President & CEO
Financial Report

Ben Grace, Vice Chair
Elisabeth James, COO
Objectives

• Build greater awareness of Metropolitan Improvement District services and ratepayer funding
• Help differentiate MID-funded services from municipal services
• Clarify what’s in scope for MID (vs. city)
• Increase engagement with our services
• Gain support for renewal
Ongoing Efforts

- Robust content about MID services on downtownseattle.org and KnowYourBIA.com
- Earned media
- Regular social media posts on MID-funded services (Facebook, Instagram, LinkedIn and YouTube)
- Informational insert mailed twice-yearly with assessments
- Rack cards about MID services distributed by MID ambassadors
- Business visits by MID ambassadors
Ongoing Efforts

• MID information in regular DSA member newsletters and the Daily Digest

• Updates via events
  - April 2022 online event
  - DSA/MID Annual Meeting
  - July 14 renewal event

• Equipment and uniform branding

• Branded informational material for HR recruitment efforts

• Event branding (i.e., Downtown Summer Sounds, Tree Lighting)
In Development

- Quarterly MID newsletter launching in September for ratepayers and downtown residents
- MID-focused videos, including a general MID video, testimonials and additional ambassador profiles
- Street-level A-frames across MID neighborhoods
- Magnets with MID contact information
- Educational session for city staff in September

Hello Jeremiah,

Welcome to MID Dispatch — a new quarterly newsletter for downtown property owners and residents.

Your Metropolitan Improvement District was formed in 1999 by the Downtown Seattle Association through a city of Seattle ordinance. With financial support from downtown property owners, it was established to help supplement municipal services and ensure a clean, vibrant and welcoming center city. An advisory board of 35 property owners recommends an annual budget and work plan and provides ongoing input and oversight.

As downtown has evolved, so has the MID. Today, more than 70 downtown ambassadors work across the 365-block MID boundaries, providing cleaning, safety and hospitality services, along with parks and public realm management.
In Development

- Media event on Sept. 1 to promote new equipment (in conjunction with Clean & Safe Committee)

- Public Information session on Thursday, Nov. 17 at Block 41 (tied to renewal)

- Outdoor billboards downtown (free via Sumas)
Additional Ideas for Consideration

- Flyers/digital art for building/elevators
- Storefront signage
- Periodic MID open house or educational meetings
- KUOW radio buy in fall and spring
Next Steps

- Seeking a few MID Board members to offer input
- Confirm budget
- Refine audiences and messaging
- Move into production
Ambassador Staffing

Elisabeth James, COO
Has the base rate increase helped? Yes, but......

Since the starting rate increase was posted in June, we have seen more applications.

However, converting applications to interviews to hires has remained challenging.
Actions to Address Hiring Challenges

- **Increased hiring and referral bonus**
  - Raised from $500 to $1,000
  - Adjusted payout structure to encourage retention
  - Added eligibility for more staff

- **Expanded job posting reach**
  - Created postcards to distribute at industry conferences, to partners and the public
  - Using a low barrier application process: QR code, paper, website, in-person, phone inquiries
  - Creating signage assets to post/distribute on MID equipment, in parks, at events, etc.
Actions to Address Hiring Challenges

- **Extensive social service partnerships**
  - Weekly communication with partner organizations:
    - DSHS
    - South Seattle College
    - KCCPTS
    - Reentry Corp
    - Union Gospel Mission
    - Freedom Project
    - WA State DOC
    - North Seattle College Veterans Division
    - GRE Program
    - Federal Probation Reentry Division
  - Direct access to WA Reentry Corp centers for recruiting visits

- **Reintroducing part-time positions**

- **Adding internal recruiting position to HR department**
Focus on MID Ambassador Retention

• Delay deployment to high stress areas
• Review termination and progressive discipline procedures
• Accelerate ambassador footwear benefit

• Unbundle and implement *EmpACT!* training modules individually
• Commit to expanding formal Supervisor and Assistant Supervisor training opportunities
• Encourage more Supervisor/team engagement through one on ones, lunches, bonding opportunities

• Highlight core value pins and Ambassador of the Month programs
MID Renewal

Brian Scott, BDS Planning + Urban Design

Jon Scholes, DSA President & CEO