



Eastside Rail Corridor Regional Advisory Council

Friday, September 22, 2017

1:00 pm- 3:00 pm

Redmond Public Safety Building
8701 160th Ave NE, Redmond

- 1:00 **Welcome and Introductions** – King County Councilmember Claudia Balducci
- 1:15 **Election of RAC Chair and Vice Chair** (Action)
- 1:30 **ERC Funding Commission** –Jeff Muhm, King County Council Staff (Discussion and Direction)
 - Scope of Project
 - Membership
- 2:00 **ERC Branding Scope** (Information and Discussion)
- 2:20 **Member Progress and Success Updates** (Discussion)
- 2:30 **RAC Meeting schedule for 2018** (Discussion)
- 2:45 **Public comment**
- 3:00 **Next steps and adjournment**



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Scoping Document for the ERC Funding Commission
September 22, 2017
Discussion DRAFT

Purpose of the Funding Commission:

The Commission will be convened by the Regional Advisory Council (RAC) to produce recommendations for funding the development of the Eastside Rail Corridor (ERC). This work will advance the existing multiple-use vision for the ERC. The Funding Commission will primarily be focused on developing a comprehensive strategy to realize an end-to-end trail within the corridor, in the context of transit and utility uses that are fundamental elements of the vision. This work will be rooted in an understanding of the broader corridor vision in the context of transit, utilities and trail development. These recommendations will address:

1. **Funding Source Options:** Identify options for funding the projects through which the trail will be implemented, with a focus on private, non-governmental, and public-private partnerships sources in the context of public funding opportunities. Also identify where different types of sources can be used to leverage other sources.
2. **Recommending Actions to Fund:** Identify projects that are the best candidates for current and future funding streams and best suited to leverage public and private funds.
3. **Building and Sustaining Support for ERC Trail Development:** Identify ways RAC members and supporters can build support for trail and corridor development within their own constituencies and how to turn that support into an organized strategy to fund and sustain the trail and corridor in its entirety.

Funding Commission Project Implementation Structure:

Project oversight will be provided by the RAC. The RAC will approve the scope prior to convening the Commission. RAC meetings, timely scheduled, will be a key venue for gaining direction and information sharing as the commission's work progresses. The Commission will present its final recommendations to the RAC.

The Commission membership will be comprised of community, business and non-government organization leaders. Commission members will confirmed by the RAC.

Preliminary/Illustrative Commission Scope:

The preliminary scope, serving as a tool to advance consideration of actual tasks and support work planning for the Commission, includes the following main activities. The RAC will approve the final scope.

3Q/4Q 2017:

- The RAC approves the final project scope
- King County procures the services of a third-party facilitator, with appropriate RAC involvement
- The RAC collectively identifies their desired Commission members (entities and specific people)
- The RAC assigns specific members to contact and confirm Commission members
- RAC members secure the necessary supporting resources for implementing the project

By mid-2018:

- Meeting 1: ERC field visit; initial convening for general orientation; discussion of the goals for development of the ERC within the multiple use vision. (Lead by PST or RAC)

[BETWEEN MEETING WORK BY MEMBERS AND STAFF]

- Meeting 2: Review of key projects and opportunities within the corridor by King County, Redmond, and Kirkland; consideration of adjacent relevant development activities (scope and timeline) by ERC owners, neighboring jurisdictions (trails and neighborhood (re)development), and private interests (i.e., large employers, developers, ...) (Lead by PST)

[BETWEEN MEETING WORK BY MEMBERS AND STAFF]

- Meeting 3: Discuss funding mechanisms relevant to the corridor and their anticipated application/implementation schedules; consideration of using previously un-accessed funding mechanisms or developing new private/non-governmental funding mechanisms. (Lead by Facilitator/

[BETWEEN MEETING WORK BY MEMBERS AND STAFF]

- Meeting 4: Identify high-level project priorities and rationale within the corridor and potential private & non-governmental funding mechanisms, including project coordination and synergies between public and private development. Draft proposed high level implementation plan for the funding strategy. (Lead by Facilitator)

[BETWEEN MEETING WORK BY MEMBERS AND STAFF]

- Meeting 5: Refine the implementation plan for the funding strategy, including 1) the timeline, key roles and responsibilities, 2) initial/foundational commitments and support necessary to advance the strategy and 3) how to get those commitments and support. (Lead by Facilitator)

[BETWEEN MEETING WORK BY MEMBERS AND STAFF]

- Meeting 6: Finalize recommended funding strategy and implementation plan for submittal to RAC. (Lead by Facilitator)

[IMPLEMENTATION OF FUNDING STRATEGY]

Staffing and Support:

The Commission's work will be coordinated and supported by a third-party facilitator hired by King County. Development and preparation of information supporting the Commission's work will be addressed primarily by staff from the respective ERC owner entities and staff that participate in the PST.

SECTION II - PROJECT SPECIFICATIONS AND SCOPE OF WORK

PART A - BACKGROUND

Overview

The Eastside Rail Corridor is a 42-mile rail-banked corridor with a trail and high capacity transit and utility easements that runs north-south from South Snohomish County to City of Renton with a spur that heads southeast from City of Woodinville to City of Redmond. Segments of the corridor are currently at different level of trail build out, ranging from completed long-term trail with transit on the way, interim soft-surface (gravel) trail and completely undeveloped with rails still in place. Two owners within the corridor have already developed local brand identities that they wish to retain while nesting their trail ownership areas and identities within the broader brand identity to be created for the entire corridor and trail. These components are the City of Kirkland's Cross Kirkland Corridor and the City of Redmond's Redmond Central Connector. Planning for all segments of the trail is underway.

The owners and key stakeholders of the corridor are:

- King County,
- Snohomish County,
- City of Bellevue,
- City of Kirkland,
- City of Redmond,
- City of Renton,
- City of Woodinville,
- Sound Transit,
- Puget Sound Energy,
- The Eastside Greenway Alliance,
- The public, corridor neighbors and future corridor users
- Current and future businesses along the corridor

Snohomish County is planning for active freight on their portion of the corridor and therefore independently planning their portion of the corridor to be designed as an extension of their Centennial Trail and will call their portion Centennial Trail South.

City of Woodinville will also have freight portions of their ownership, though would assume the new branded name.

The other segments of the corridor are rail-banked and will include, at a minimum, a trail and, as opportunity and feasibility allows, utilities, transit and trail and transit-oriented development.

Vision and Opportunity

THE VISION: A CORRIDOR FOR THE AGES.

The Eastside Rail Corridor (ERC) provides a rare and unique opportunity to develop a major north-south corridor for multiple, important purposes: mobility, utility infrastructure, and recreation in the Eastside communities. Development of the ERC will help shape our region for decades. It will provide uses and connections that will link jobs and housing, serve growing communities, offer amenities to business and residents, and support the protection of King County's natural resources—the protected forest land and open space to the east. The corridor offers exciting near-term possibilities, as well as the chance to be part of something even bigger and grander. Planned carefully, the ERC will become a “Corridor for the Ages,” stretching from Vancouver to Vancouver, and beyond. Realizing this potential will take time, effort and shared regional resources. The owners and key stakeholders are working together toward the realization of this shared vision and collaborate formally through a Regional Advisory Council (RAC) which will be involved directly in the review and approval of the products of these contract services.

The RAC seeks a company experienced in branding and visual identity development for multi-jurisdictional public parks, trails or similar facilities that offer recreation, transit and/or outdoor amenities. The selected company shall have experience in visioning and convening visual identity development; stakeholder engagement that includes collaboration with the public, public agencies, private and nonprofit partners; consensus building and good references.

Goals of the Branding Effort

Our goals for the Regional Brand for the Eastside Rail Corridor include:

1. An identity that
 - a) Shall be used in the real world context of the multi-use corridor, as well as for marketing and communications to a variety of stakeholders,
 - b) Reflects the vision of the corridor, and inspires the public and corporate community to advocate for corridor development;
 - c) And reflects the regional nature of the corridor
2. A process that builds trust and fosters a sense of ownership with the public.
3. Communicates:
 - a) The multi-use vision of the corridor, including trail, transit, and utilities
 - b) The regional significance of the corridor as a destination for economic development
 - c) Its opportunity to promote recreational tourism

- d) The transportation, recreation, public health, and environmental benefits of the trail
- e) The accessibility of the facility to all potential users
- f) That the corridor is part of the King County Regional Trails system, and that the Cross Kirkland Corridor and Redmond Central Connector are nested brands and segments within the corridor
- g) Potentially other issues, identified by the consultant and the stakeholders during the “discovery” project phase.

Project Implementation Roles and Responsibilities

King County: Will be the fiscal agent and contract procurement administrator

Eastside Greenway Alliance (EGA): Will be the project manager and primary point of contact to the consultant and convener of ERC members, when requested by the Consultant.

Regional Advisory Council (RAC): Will provide input and make the final decision on branding.

The Principals’ Staff Team (PST, designated project staff of the RAC): Will make technical and policy recommendations to RAC on branding issues. Also will:

- Provide all written agency materials to the consultant, including existing trail branding and wayfinding standards/designs relevant to this project
- Coordinate within their internal organization to ensure that all key internal audiences (and most importantly their RAC member) are briefed and given an opportunity for input as outlined in the final Project Scope.
- Under the guidance of the Branding Consultant and within the strategy developed with the other owners, lead and direct public engagement or outreach within their jurisdiction.

Reference Documents

1. Regional Advisory Council Creating Connections Report
2. Principal Staff Branding subcommittee working vision statement (from the Regional Advisory Council Creating Connections Report)
3. Previous branding efforts and stakeholder response
4. Project Master Plans for King County, Kirkland and Redmond are available online, which include summaries of public engagement efforts that are reflected in the vision for these segments of the corridor, themes, design standards and more.
 - a. <http://www.kingcounty.gov/services/parks-recreation/parks/trails/regional-trails/popular-trails/eastside-rail-corridor.aspx>
 - b. http://www.kirklandwa.gov/Residents/Community/Cross_Kirkland_Corridor.htm
 - c. <http://www.redmond.gov/cms/one.aspx?objectId=83186>

5. Planning initiatives involving the ERC are underway in the City of Bellevue, with more information available at these links:
 - a. <https://planning.bellevuewa.gov/planning/planning-initiatives/wilburton-grand-connection>
 - b. <http://www.bellevuegrandconnection.com>

PART B - SCOPE OF WORK

King County Parks and Recreation Division (Parks) on behalf of the Regional Advisory Council for the Eastside Rail Corridor is seeking a consultant to the development of a name and a visual identity (brand) for the Eastside Rail Corridor in 2017-2018.

Task One: Project Management

The Consultant shall:

- Work to keep the project advancing and on schedule to be completed within 6 months.
- Work with the PST to schedule in advance, opportunities to meet with the RAC in person or to gather their input from the staff member.
- Share materials that are to be presented to the RAC with the PST and allow for their input, prior to presentation to the RAC.
- As needed, work with the PST to test messages and creative products with general and targeted audiences to ensure the strategy and key concepts are resonating (see Task 3). The consultant shall adjust products accordingly.
- Schedule meetings with the PST or a designated subgroup of the PST where additional feedback is needed between RAC meetings or where other input is needed.
- Communicate with the EGA point person on their progress.

Task Two: Research, Discovery, and Audience Testing

In order to become familiar with the project, the Consultant shall:

- Review existing documents (research, etc.), RAC created vision statement and previous work done to date.
- Attend a kick-off meeting, organized by the EGA, with a subgroup of the PST followed by a tour of the corridor.
- Review and consider other relevant local, regional and national projects that might influence the brand development (as determined by consultant).
- Devise a public engagement and brand testing strategy to vet naming, tagline and logo design with the public audiences
- Meet with the PST for preliminary Q and A.

Task Three: Develop Public Engagement Strategy for Brand Platform and Naming Options

- First deliverable: Review with the PST first, then revise/present to the RAC, January – March, 2018
 - Using information collected in Task Two, summarize key themes and trends emerged from initial public engagement effort. Develop a work plan with PST to rollout and collect public feedback on key themes and trends within individual owner/stakeholder groups.
 - A compelling brand statement (story or elevator speech to influence the creative work) including a tag line. This brand statement is not intended to replace the RAC vision, but rather to provide a shortened, more exciting version for the general public.
 - Mood boards or other graphic representation that correspond to the brand statement.
 - PST shall then lead a working session with the RAC to review these materials and gather feedback.
- Second Deliverable- Present to the PST:
 - Revised brand statement and/or mood boards. The PST will share these with their principals to ensure the revisions meet the intent of the previous comments.
 - A list of names and initial graphic styles inspired by the brand statement that the PST, in consultation with their principals, will narrow down to prepare for a decision on naming the corridor.
 - The RAC will decide if they want to select the name and initial graphic styles or if they want to solicit public input.
 - As advised by the consultant, PST members will send names and initial graphic styles out to the public for electronic voting and gather any additional feedback as advised by the consultant as part of the consultant defined public engagement strategy and audience testing around the brand. The consultant shall outline the process and timeframe for the PST.

Task Four: Creative Concepts

Consultant shall present the following deliverables:

- Third deliverable- Present to the RAC, April – July, 2018
 - In coordination with or after the public engagement strategy has been executed, summarize voting results and engagement feedback. Based on the summary, provide up to 3 over-arching graphic options for the brand identity.
 - PST shall then lead a working session with the RAC to review these materials and gather feedback, with direction given on one graphic option to develop further.
- Fourth deliverable- Present to the PST:
 - Any revisions to prior deliverables based on RAC feedback

- The application of final graphic option on relevant applications, for example: trail signage (kiosks, informational signage, wayfinding signage etc.), application of the brand on a sample website and electronic newsletters, sample brochures and print materials

Task Five: Design Guidelines and Packaging

Consultant shall present to the RAC the following deliverables:

- Final deliverable- Revise based on PST and RAC feedback and provide the completed brand identity which shall include:
 - Name
 - Brand statement
 - Branded logo, including applications at different scales
 - Design guidelines demonstrating the application of brand identity on all applicable trail signage (kiosks, informational signage, wayfinding signage, and other small signage as determined by the consultant in coordination with the RAC
 - Application of the brand on a sample website and electronic newsletters
 - Application on sample brochures and print materials

High resolution electronic versions of the branded materials and any variations as editable native working files delivered to the EGA for transmission to the stakeholders.

PART C - TIMELINE

Please note that some dates below are approximate and subject to change.

Request for Proposals (RFP) Issued.....	10/23/17
Pre-Proposal Conference, 9 a.m.....	10/27/17
Written Questions Due.....	11/01/17
Addendum Issued, if Needed.....	11/06/17
Proposals Due.....	11/13/17
Select/Notify Short List (optional).....	11/27/17
Oral Interviews (optional).....	12/05/17-12/08/17

Final Selection.....	12/13/17
Begin Contract Negotiation.....	12/14/17
Final Contract Signed/Notice to Proceed	1/14/18

Scope of work must be completed by and final deliverables received on 07/14/18

PART D - PROPOSAL FORMAT

Proposers shall submit a proposal limited to 15 pages front and back (excluding resumes) with the following sections:

- Cover letter
- Firm profile, including contractor/subconsultant, to demonstrate qualifications and experience
- Approach to the work, including timeline and interim deliverables which demonstrates an understanding of the project scope and intent
- Provide a detailed description of 3 relevant projects similar in scope of services performed for comparable size public or private entities that are either ongoing or completed within the past five years. The description is limited to 1-page in length and should identify for each project:
 - o An overview of the project, client, and stakeholders
 - o A description of work and duration of the project
 - o The completed or pending results/deliverables of the project. List hyperlinks to online resources, if applicable.
- A project team organization chart and availability for ALL project staff, including contractor/subconsultant, anticipated to participate in the project
- Roles of key project staff
- Fee structure, including staff hourly rates and anticipated expenses
- Provide minimum 3 references and contact information

PART E - MINIMUM QUALIFICATIONS

Proposers shall demonstrate expertise in the areas of branding, marketing, advertising, public relations, media relations, and graphic design. Proposers shall also demonstrate proficiency in both traditional and social media, and experience in developing and managing public agency partnerships with other public agencies, private sector entities and the public.

PART F – PROJECT BUDGET

Total expenditure for all tasks should not exceed \$60,000.

PART G - EVALUATION CRITERIA

The following criteria will be used to evaluate the proposals and select finalists for interviews, if appropriate:

CRITERIA	POINTS
<p>Qualifications</p> <p>Knowledge and experience of the consultant and/or consulting team. The proposal shall demonstrate the following:</p> <ul style="list-style-type: none"> A. Quality of firm’s proposed team members– specifically leading complex projects and stakeholder engagement processes B. Firm’s capacity to meet target milestones, with clearly identified staff and resources committed to the project. C. Method for quality assurance and quality control 	<p>30</p>
<p>Approach to the Scope of Work</p> <p>Detailed response to each task, including timeframes, deliverables, and costs. Demonstrated innovation, creativity, originality, flexibility, strategic thinking, and expertise. Proposals that present alternative approaches or work products to those mentioned in the RFP will not be penalized as long as the basic RFP requirements are met and the criteria for evaluation remain applicable. In addition to the above criteria, the proposal shall demonstrate the Consultant’s approach to the following:</p> <ul style="list-style-type: none"> A. Thoughtful, yet efficient, project approach for working with multi-jurisdictional municipal entities. B. Strategy for consensus building and/or brand acceptance from the stakeholders. 	<p>25</p>

CRITERIA	POINTS
<p>Examples of Previous Work/References</p> <p>Presented relevant examples of similar work prepared by the proposed team members. Demonstrated ability to produce fresh, simple, and creative messaging and artistic products that can reach a variety of audiences. Demonstrated the ability to tailor top-level messaging to specific audiences, especially audiences who speak a language other than English. The proposal shall also demonstrate the experience of the Consultant in the following areas:</p> <ul style="list-style-type: none"> A. Experience with visual identity (tone/personality/key messages) development and design of a brand at a similar scale, scope, and program B. Experience with strong stakeholder engagement that includes collaboration with the general public, public agency, private and nonprofit partners C. Demonstrated success in achieving consensus or acceptance of scoped items D. Experience creating visually appealing logo designs with strong brand identity that are flexible for different types of application. E. Demonstrated success in delivering projects on time and on budget. F. Demonstrated ability to achieve value and efficiency required by project budgets. 	<p>35</p>
<p>Cost/Pricing of Proposal</p> <p>Provided requested information on fees, overhead, and profit. The cost of services appears reasonable for the work outlined in the proposal.</p>	<p>10</p>
<p>Total Available Points for Written Proposal</p>	<p>100</p>
<p>Oral interview (optional)</p> <p>Oral interviews, if conducted, will be scored on creativity (25 points) and general presentation (25 points)</p>	<p>50</p>
<p>Total Overall Available Points</p>	<p>150</p>

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REGIONAL BRANDING STRATEGY for the Eastside Rail Corridor (ERC)



At the September 2016 ERC Regional Advisory Council (RAC) meeting, ERC stakeholders reached consensus that the Eastside Greenway Alliance should coordinate efforts among stakeholders in order to move forward with rebranding the Eastside Rail Corridor.

The ERC Principal Staff Team (PST), which includes the EGA, has developed the following process and rationale for the EGA re-brand. As proposed, the re-brand would involve and be collaboratively funded by RAC entities. The rebranding project will result in an agreed upon vision, name, and visual identity, plus directions for application of that identity, for example in signage and wayfinding.

Why Collaboratively Develop a Regional Brand Now?

- To shape the public vision of the corridor and manage expectations during construction.
The anticipated uses of the corridor include trail, transit, and utilities and these uses may take years to implement in the corridor. Developing a brand that communicates these uses will help to manage community expectations during the lengthy construction process as it evolves over time.
- To ensure that a new name and brand for the corridor meets all stakeholder needs and expectations.
King County (KC) will open its first segment of the interim (gravel) ERC later this year. With long-standing agreement among the RAC entities that a new name is needed, KC must move forward with the renaming soon. This collaborative regional brand provides an opportunity for all owners, easement owners and underlying jurisdictions to develop a brand that complements the jurisdictions' respective and shared visions for the corridor and efforts to build and brand their corridor segments.
- To build momentum and buzz around the corridor – which can translate into the funding needed to build it.
Coming together to commission a regional brand will demonstrate to potential public/private funders that the trail is a shared regional priority. A regional name will help owners – both individually and collectively – to point to cohesion, which is looked upon favorably by funders.
- To build public and corporate support.
The rebrand process will include engaging the public along the way. This will serve as an opportunity to educate the business community, community leaders and residents about development of the corridor. Lack of a brand allows others to continue to perceive the project as not real or too distant to warrant attention or to shape public perception of the corridor in ways that don't support the shared vision.

What Must the Regional Brand Communicate?

- The multi-use vision of the corridor, including trail, transit, and utilities
- The regional significance of the corridor as a destination for economic development
- Its opportunity to promote recreational tourism
- The transportation, recreation, public health, and environmental benefits of the corridor
- The accessibility of the facility to all users
- That the corridor is part of the King County Regional Trails system, and that the Cross Kirkland Corridor and Redmond Central Connector are nested brands and segments within the corridor
- Potentially other issues, identified by the consultant and the stakeholders during “discovery” project phase.

How will the Regional Brand be Funded?

Using a scope of work developed in consultation among the PST, and cost estimates provided by three branding

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consultants, the EGA estimates needing a base contract of \$60,000, with an additional \$15,000 contingency available. This totals \$75,000 to fund the project among ERC stakeholders, including corridor owners, easement owners, adjacent jurisdictions, and the EGA. Attached is a method for allocating a percentage of the branding fee to each stakeholder. The funding breakdown is based upon per mile ownership; per mile stakeholder jurisdiction at a reduced percentage per mile; and easement holder and non-owner percentages.

How and When will the Regional Brand Be Developed?

The EGA recommends hiring a branding consultant to develop the brand at the direction of and in close collaboration with project funders and RAC members. The following process has been developed in collaboration with the PST and in consultation with several Puget Sound area and national brand consulting firms. The branding effort is estimated to take around six months from the date of contract execution. The goal is to begin the work as soon as funding is in place and RAC member entities have communicated and committed resources commensurate with their level of interest in participating in the project.

1. The project will begin with posting an RFP on King County's website and will follow public procurement requirements.
2. Following procurement guidelines, a scoring group of 5-7 PST Members, limited to one member per agency or organization, shall be identified and will meet to review received proposals and select firms for interviews.
3. The scoring group will then interview, score and rank the proposers against the previously agreed upon scoring criteria that was published in the original RFP.
4. The proposer will then work with the PST to prepare a scope of work not to exceed \$60,000. With the help of the proposer, the branding expert, that scope will identify appropriate forums for input by the RAC, the PST and the public.
5. The scope will then be presented to the RAC for approval.
6. Pending RAC approval, King County will proceed to contracting.
7. The branding firm will then execute the agreed upon scope. The EGA, in close coordination with King and the scoring group, will be the primary point of contact with the branding agency. King County will also designate someone responsible for administering the contract and invoicing.
8. The RAC will be the final decision maker on all branding materials.

Anticipated Deliverables

1. Name for the corridor
2. Summary Vision statement, such as a tag line, to capture the vision of the corridor for the general public (this vision statement is not intended to replace the RAC vision)
3. Branded logo, including applications at different scales
4. Design guidelines demonstrating the application of brand identity on
 - a. All applicable trail signage (kiosks, informational signage, wayfinding signage, and other small signage as determined by the consultant in coordination with the branding subgroup)
 - b. A website and electronic newsletters
 - c. Brochures and print materials

Contact Alliance Co-Leads: Vicky Clarke at Cascade Bicycle Club & Grace Bergman at The Trust for Public Land
Vickyc@cascade.org, (360) 731-4467 // Grace.Bergman@tpl.org, (206) 274-2912



Branding Funding Strategy

Agency	Miles	% share	Total Money suggested	Base Sum (80%)	Contingency (20%)	Notes
OWNERS- 100% COST OF THEIR PERCENT MILEAGE MINUS CITY AND EASEMENT HOLDERS						
KC	15.8	32.14568	\$24,109.26	\$19,287.41	\$4,821.85	
ST	1.1	2.23799	\$1,678.49	\$1,342.79	\$335.70	Note, also an easement holder
Kirk	5.75	11.69859	\$8,773.94	\$7,019.15	\$1,754.79	
Red	3.9	7.934693	\$5,951.02	\$4,760.82	\$1,190.20	
	26.55	54.01695	\$40,512.71	\$32,410.17	\$8,102.54	
STAKEHOLDER CITIES, AS NON-OWNERS OR OWNERS OF NON-RAILBANKED AREAS BEAR 40% OF THE COST OF THEIR PERCENT MILEAGE						
Bellevue	7.5	11.29944	\$8,474.58	\$6,779.66	\$1,694.92	Mileage percentage x .4
Renton	2.5	3.766478	\$2,824.86	\$2,259.89	\$564.97	Mileage percentage x .4
Wood	2.6	3.917137	\$2,937.85	\$2,350.28	\$587.57	
	12.6	18.98305	\$14,237.29	\$11,389.83	\$2,847.46	
EASEMENT HOLDERS BEAR 10% OF COST OF BRANDING						
PSE	29.15	10	\$7,500.00	\$6,000.00	\$1,500.00	Not an owner, but interest over whole corridor
ST	29.15	10	\$7,500.00	\$6,000.00	\$1,500.00	Same interest as PSE plus interest as an owner (above)
		20	\$15,000.00	\$12,000.00	\$3,000.00	
OTHER						
EGA	29.15	7	\$5,250.00	\$4,200.00	\$1,050.00	
Total	100		\$75,000.00	\$60,000.00	\$15,000.00	

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EASTSIDE RAIL CORRIDOR REGIONAL ADVISORY COUNCIL

MEETING SUMMARY

June 7, 2017 – 1:00 PM

Kirkland City Council Chambers

Advisory Council Members Present: Claudia Balducci, County Councilmember (Co-Chair); Christie True, Director of King County Natural Resources and Parks (representing County Executive Dow Constantine, Co-Chair); Kathy Lambert, County Councilmember; Jay Arnold, Kirkland City Councilmember (representing Amy Walen, Kirkland Mayor); Angela Birney, Redmond City Councilmember (representing John Marchione, Redmond Mayor); Brandon Buchanan, City of Woodinville; Steve Dickson, Snohomish County; Ric Ilgenfritz, Executive Director - Planning, Environment, and Project Development, Sound Transit (representing Peter Rogoff, CEO); John Stokes, Bellevue Mayor; Sharmila Swenson, Manager of Local Government Affairs, Puget Sound Energy; and Blake Trask, Eastside Greenway Alliance.

Welcome and Introductions

Claudia Balducci, Advisory Council Co-Chair, called the meeting to order at 1:12 p.m., welcomed all in attendance and asked the Regional Advisory Council (RAC) members to introduce themselves. She introduced Jeff Muhm, the new King County Council Initiatives Director, who will be working in part on Eastside Rail Corridor (ERC) efforts, and also provided a brief history of the evolution of the RAC.

ERC RAC Reorganization

A memorandum of understanding (MOU), that would officially add non-owners, was distributed for review and comment.

Councilmember Arnold stated that the Kirkland City Council is supportive of expanding membership and looking at expanded financing. He made the following motion to amend the draft MOU:

Remove the definition of high-capacity transit “(e.g., heavy rail, light rail, or other forms of fixed guideway transportation)” from the sixth “Whereas...” paragraph in the draft Memorandum of Understanding.

The amendment was seconded.

Councilmember Lambert expressed opposition to this proposed amendment, noting that the whole purpose is for it to be railbanked in perpetuity. Discussion ensued regarding the pros and cons of the amendment.

Councilmember Balducci called for an oral vote on the proposed amendment:

The motion carried with one dissenting vote by Councilmember Lambert.

Councilmember Arnold moved the following amendments:

Change the introductory phrase to the bullets on the second page to read as follows: “The RAC will serve as a venue to advance corridor goals by jointly:”

and

Add a bullet point stating, “Recommend any needed changes to long range plans and system plans of Sound Transit and Metro Transit” to the bulleted list in Section 1 of the draft MOU.

The proposed amendments were seconded. Discussion ensued regarding the potential challenge of making a united decision that might be against the interests of one of our members. It was noted that the group’s role is to advocate for the rail corridor and its goals overall.

The amendments were adopted unanimously.

Noting that the paragraph below the bullets on the second page seems comparable to the bulleted items above it, Steve Dickson moved the following amendment:

Add a bullet that reads: “Recommend a work plan and corresponding budget each year...” The amendment was seconded.

Councilmember Balducci stated that the group should not be creating a work plan that binds any individual jurisdiction to do something and proposed the following revision to the language in the paragraph:

“The RAC will approve a work plan and corresponding budget every year that sets out the work of the RAC for the year.”

The amendment was seconded. Steve Dickson accepted this as a friendly amendment.

The revised amendment passed unanimously.

Discussion ensued regarding section 3 and the fairness of not allowing non-owners to hold the vice chair position. It was decided to leave the language as it is presently and revisit this discussion further down the road.

Sharmila Swenson made the following motion:

Change the selection of chair and vice-chair to read bi-annually rather than annually.

The motion was seconded.

The motion passed unanimously.

It was noted that Section 2a lists Snohomish County twice. **This will be corrected as a Scriveners error.**

Councilmember Arnold moved approval of the amended Memorandum of Understanding.

The motion was seconded.

The motion passed unanimously.

Councilmember Balducci noted that the MOU will need to be ratified by each jurisdiction and suggested trying to get it approved by our next meeting.

Ariel Taylor, King County staff, stated that a new version of the MOU will go out, but it will be in legal formatting so it may look a little different but the content will be the same.

ERC Branding and Messaging

REI representatives Leslie Wellott and Lance Henie provided a PowerPoint presentation entitled “Eastside Rail Corridor Branding Exploration” that ran through the branding approach they use and the ideas that came out of it.

Vicky Clarke of the Eastside Greenway Alliance, provided a presentation on a process proposal and its related rationale to re-brand the ERC. This information was compiled as a collaborative effort between the Eastside Greenway Alliance (EGA) and other Principal Staff Team members. The presentation covered the reasoning behind the development of a regional brand, what the brand must communicate, a recommended approach and how it was derived, the proposed deliverables and next steps.

It was agreed that the work REI had done could be used in the process. The REI representatives were agreeable to this.

Discussion ensued regarding availability of funding, enthusiasm regarding the progress made thus far and the appeal of working with a professional.

Procurement of consultant services, a work plan and timelines will be addressed at the next meeting.

Member Progress and Success Updates

Blake Trask – Eastside Greenway Alliance is working hand in hand with the County regarding the Wilburton Tunnel project. He noted that transportation package opportunities are available in the state’s capital budget.

Steve Dickson – Snohomish County is working on the design for 12 miles of trail. The challenges include crossing the Snohomish River Valley and the river itself. We expect to be wrapping up shortly and will be doing public outreach.

Councilmember Birney – Redmond’s trail design team received an award for its work. Phase II of the Central Connector project is underway. The trail is expected to be open this summer with a grand opening ceremony planned for September 7th.

Mayor Stokes – Provided an update on the Grand Connection, noting that it is a non-motorized corridor. The 405 crossing is a key piece. Final recommendations will be presented to the city council on June 19th. Pedestrian/bicycle improvements on Northup Way are nearing completion. The hope is to have a fall opening. Work is moving ahead with WSDOT on crossing 405 up north. Work continues on ideas for crossing NE 8th as well as NE 4th by REI.

Christie True – The County hopes to start rail removal in August and also hopes to have the interim trail open at the Cross-Kirkland Corridor soon. A great deal of work has been done with Bellevue and Sound Transit on the NE 8th crossing. Also working on the whole Wilburton segment, with the trestle being our priority. Working closely with WSDOT as they work on 405 as it relates to the Wilburton gap. Looking at ways to make connections between the ERC and regional trails.

Councilmember Arnold – Focus has been on the Totem Lake connector bridge where the corridor crosses 10 lanes of traffic. A design was approved at last night’s council meeting. The city will be seeking a grant to assist with funding. The Senate has \$1.4 million and the House has \$1.1 million in their capital budgets for “the missing link”.

Brandon Buchanan - Have budgeted to begin design work on their portion of the corridor however, are unable to proceed as there is still significant uncertainty about the near and long term existence of freight rail operations on that portion of the corridor. Until that issued is resolved, they cannot commence their design work. All efforts at

this point are meant to identify, with certainty, if freight operations will continue to exist on their section in the future.

Sharmila Swenson – Nothing new to report. They would like to be brought in early if there are easement issues.

Ric Ilgenfritz – A contract has been issued for construction of the Operations Maintenance Facility East which is currently under way. The board will be taking up action on the 22nd to direct staff to address a new alternative in downtown Redmond. The Eastlink alignment will be extended from REI to Redmond. Hope to include the establishment of a system access fund for the NE 8th crossing in our 2018 budget.

Public Comment

Todd Woosley – Noted that this is an incredible opportunity and encouraged the placement of high-capacity transit capabilities in the shorter term. He noted the need for every little bit like that in order to accommodate growth.

Lisa McConnell – Noted that the City of Kirkland has a great intergovernmental relations person, and suggested that the RAC would be wise to have a similar representative who could interact with legislators.

Next steps and adjournment

The next meeting is tentatively scheduled for Friday, September 15, 2017.

The meeting adjourned at 2:54 p.m.