

MEMORANDUM OF UNDERSTANDING
Regarding the Organization of the
Eastside Rail Corridor Regional Advisory Council

This MEMORANDUM OF UNDERSTANDING is made by and among KING COUNTY, SNOHOMISH COUNTY, THE CITY OF KIRKLAND, THE CITY OF REDMOND, A CENTRAL PUGET SOUND REGIONAL TRANSIT AUTHORITY (SOUND TRANSIT), PUGET SOUND ENERGY (PSE), THE CITY OF BELLEVUE, THE CITY OF WOODINVILLE, THE CITY OF RENTON, and THE EASTSIDE GREENWAY ALLIANCE (EGA) (collectively, the “Parties”). This MOU sets forth the Parties’ mutual understanding regarding, and intent to structure the Eastside Rail Corridor Regional Advisory Council (RAC).

RECITALS

WHEREAS, King County, the City of Kirkland, the City of Redmond, City of Woodinville, Snohomish County and Sound Transit are owner jurisdictions of portions of the Eastside Rail Corridor; and,

WHEREAS, Puget Sound Energy, King County and Sound Transit are easement holders of the corridor; and

WHEREAS, the cities of Bellevue, and Renton are jurisdictions through which sections of the corridor pass; and

WHEREAS, the Eastside Greenway Alliance has been an active voice for the non-profit and private sector community interested in the potential mobility and recreation options provided by the corridor and,

WHEREAS, the Eastside Rail Corridor Regional Advisory Council (RAC) was established by King County Council ordinance as a collaborative group to carry out a regional planning process to coordinate planning and development activities so as to ensure effective use of the rail banked portion of the Eastside Rail Corridor (ERC) and the Redmond Spur,

WHEREAS, development of the ERC will enhance the mobility of our region by creating a critical north-south transportation corridor that will allow for multimodal connections, including high-capacity transit (e.g., heavy rail, light rail, or other forms of fixed guideway transportation) and non-motorized trail use. The corridor will help us integrate the pieces of our larger transportation networks. The corridor will enable key utility improvements to help meet the demands of a growing population. The corridor will expand the recreation network, creating equitable access for all residents, and benefiting generations of Puget Sound residents; and,

WHEREAS, the RAC has evolved to include members from non-owner jurisdictions and groups to support the development of the vision of the corridor and surrounding land uses; and

WHEREAS, the owners and easement holders of the ERC retain their jurisdictional authority and are implementing and planning projects within and over their individually owned segments of the corridor and this MOU does not affect or limit any owners' or easement holders' property rights within the corridor;

THEREFORE, the Parties above have reached the following understanding:

SECTION 1. Purpose of the Eastside Rail Corridor Regional Advisory Council (RAC):

The purposes of the RAC are consistent with the owner and easement holder uses and plans for the corridor, (1) to set and advance the multiple use vision of the ERC, as initially set forth in the RAC's Creating Connections report, which emphasized the transportation mobility, utility, recreational and equity benefits of the corridor and (2) to support the implementation of the ERC Regional Trail as identified in the King County Trail Master Plan and in corresponding plans developed by certain RAC member jurisdictions. The RAC will also serve as a venue for coordinating efforts of member jurisdictions to advance common goals such as: advocating for the funding and implementation of Trail Master Plan improvements and collaborating to develop a brand identity for the corridor, compatible with existing identities in several RAC member jurisdictions.

The RAC will serve as a venue to jointly:

- Coordinate the planning, development, public engagement, and communications and marketing activities to the extent possible to ensure effective use of the railbanked portion of the corridor.
- Coordinate the partner planning process for the trail, high-capacity transit, and utility uses in the ERC.
- Coordinate with affected cities around local planning and development.
- Address both near-term and long-term recommendations.
- Recommend any needed changes to the county's countywide planning policies.
- Coordinate on funding capital projects and potentially operations.
- Develop legislative agendas and lobbying as it pertains to ERC projects and issues.

The RAC will approve a work plan and corresponding budget every year that includes information about projects that the owners and easement holders plan to implement. Owners and easement holders will assign staff to participate in coordination and collaboration efforts.

SECTION 2a. RAC Membership:

The RAC membership will be driven by the RAC vision. Members will include owner jurisdictions (King County, City of Kirkland, City of Redmond, Sound Transit, the City of Woodinville, and Snohomish County) as well as easement holders (PSE, King County, Sound Transit), and cities directly adjacent to the corridor who hold permitting and land use authority, (City of Bellevue and the City of Renton), Snohomish County and the Eastside Greenway Alliance. King County will have four representatives, the King County Executive (or his/her designee), and three members from the County Council. The Eastside Greenway Alliance will have one member appointed to serve as representative of the Alliance. All other parties will have one representative from each party as a member of the RAC.

SECTION 2b. New RAC Membership:

The RAC will add or remove members, membership agencies and jurisdictions based on the following processes:

- Consensus agreement of the current RAC membership
- Signed letter of interest by all parties acknowledging the change to the membership structure

SECTION 3. RAC Leadership:

The RAC will have a Chair and a Vice Chair. The Chair will be from King County. The Vice Chair will be an elected representative of another ERC owner. The Chair and Vice Chair position will be selected annually by the ownership jurisdiction members of the RAC. The RAC will operate under a consensus model, and will not take votes approving or disapproving any particular item is before the RAC. The RAC may establish subcommittees of members and staff as needed to address special and or specific issues related to the work of the RAC.

SECTION 4. ERC RAC Meetings:

The RAC will meet on a quarterly basis. Meetings take place in a standing time slot mutually agreed upon by the Chair and Vice Chair of the RAC, after consultation with other RAC members. The meeting dates for each will be set in the fourth meeting of prior year. The RAC meeting frequency can be adjusted by consensus of the Parties.

SECTION 5. RAC Staffing:

The work of the RAC will be supported by a staff group comprised of senior staff from RAC member entities and invited technical experts, to undertake work addressing the RAC priorities. The staff group will serve as an information sharing venue for distributing information on completed, current, and anticipated activities that provide tangible outcomes supporting the vision. The staff group will make recommendations on information items that should be placed on the RAC agenda.

King County will deploy staff resources specifically to support the RAC operations and actions.

SECTION 6. Jurisdictional Authority.

Nothing herein is intended to limit or affect the Parties' jurisdictional authority over their individually owned segments of the Eastside Rail Corridor.

SECTION 7. No Partnership.

This MOU shall not be interpreted or construed to create an association, joint venture, or partnership between the Parties or to impose any partnership obligations or other liability thereon. No party shall have any right, power, or authority to enter into any agreement or undertaking for or on behalf of, to act as, or be an agent or representative of, any other party.

IN WITNESS WHEREOF, the Parties hereto have executed this MOU, effective as of the date first written below.

Signatories:

memb

King County

City of Kirkland

City of Redmond

Sound Transit

Puget Sound Energy

Eastside Greenway Alliance

DRAFT 6/1/17

City of Bellevue

City of Renton

City of Woodinville

Snohomish County

DRAFT

Eastside Rail Corridor Branding Exploration

June 7, 2017



Why We're Here

To create a conversation piece for the Eastside Rail Corridor that brings to life a new way forward.

- Share a vision that speaks to the future in a way that will excite and engage diverse parties.
- Share two creative concepts with design explorations.



We started by asking, “What if the ERC could...”

Unite trail, road and rail.

Connect neighborhoods, cities and counties.

Join homes, schools, hospitals and businesses.

Honor the diversity of nature.

Encourage prosperity in a sustainable way.

Observe the past with an eye toward the future.

Promote cycling and walking as everyday activities.

Reflect the vibrancy of the communities it passes through.



THE VISION

Become the Eastside's Great Connector



The Themes We've Explored

History + Place

The People

Convergence + Connection

Nature

The Future



What the Identity Needs to Do

Inspire in practical use.

Be easy to use in the real world.

Be evocative, catchy and understandable.

Move the project forward.

Evoke the future.



Brand Personality

How the trail would be described as a human.

MORE LIKE

approachable

dynamic

inclusive

forward-thinking

LESS LIKE

elitist

static

exclusive

complacent



CONCEPT 1

Home Trail

Being a local goes beyond where you live and work. It's knowing the best coffee spot and becoming a regular. It's the moment someone asks you for directions in a new city. It's a deep knowledge of your surroundings and finding where you fit, an overlay of routine on geography. Now take that feeling outside — put a breathtaking view in your commute, a lakeside trail run in before work, a tree-lined bike path in your weekend. What if being a local meant knowing how long it takes to bike from Newcastle to Chateau St. Michelle? What if it meant knowing the best places to pick blackberries, ride your bike, see spawning salmon, have a picnic and go for a run with your dog. This is what home feels like; this is our trail.

approachable | dynamic | inclusive | forward-thinking



MOOD BOARD



NAME IDEAS

Eastside Local
Eastside Home Trail



DESIGN EXPLORATION

Eastside Local

LOGO



INSPIRATION



COLOR PALETTE



APPLICATION



DESIGN EXPLORATION

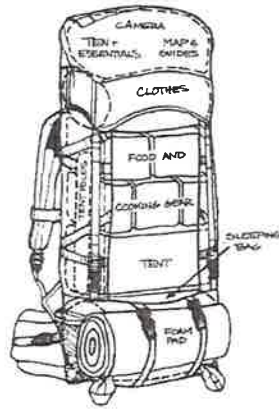
Eastside Home Trail

LOGO



EASTSIDE
HOME TRAIL

INSPIRATION



COLOR PALETTE



APPLICATION



CONCEPT 2

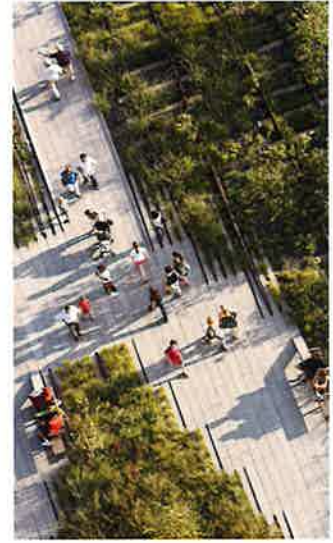
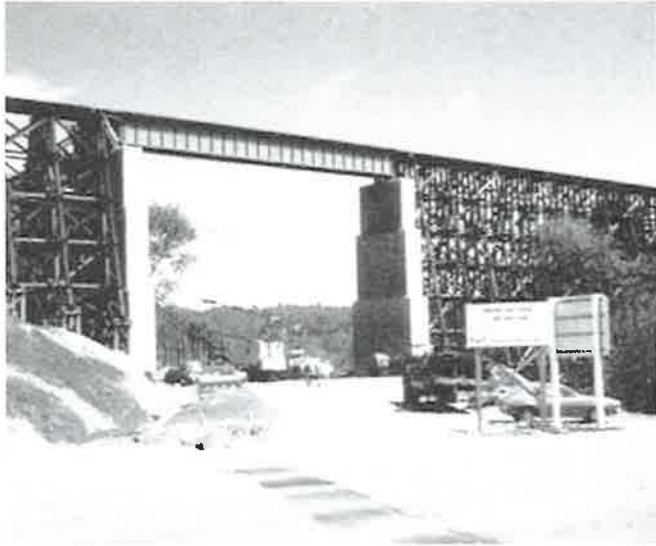
Past, Present, Future

For more than 100 years, the Eastside Rail Corridor – highlighted by the Wilburton Trestle, the longest wooden trestle in the Pacific Northwest – supported railway lines that helped build, shape and grow our region into what it is today. The trains are long since gone, but the corridor remains, and it's uniquely positioned once again to meet our region's needs, now and into the future. Just as the Wilburton Trestle's criss-cross framework elevated and connected its users for a century, so too will this new trail, a 16-mile seam of pavement and dirt latticed by smaller neighborhood paths bridging people and communities, providing non-motorized routes for commuters, and offering natural spaces to play and rejuvenate.

approachable | dynamic | inclusive | forward-thinking



MOOD BOARD



NAME IDEAS

Trestle Trail
Eastside Trestle



DESIGN EXPLORATION

Eastside Trestle

LOGO



EASTSIDE TRESTLE

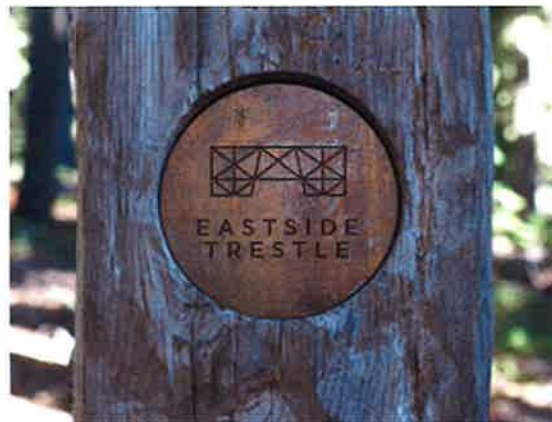
INSPIRATION



COLOR PALETTE



APPLICATION



REGIONAL BRANDING STRATEGY

for the Eastside Rail Corridor (ERC), as of 5-31-17



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 tagline to capture the 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 supporting 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 messages, identified by the consultant and the stakeholders during “discovery” project phase.

How will the Regional Brand be Funded?

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

branding 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 an illustrative 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 PST recommends hiring a branding consultant to develop the brand at the direction of and in close collaboration with project funders and RAC members, with distinct and intentional public outreach. The following process has been developed 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 sufficient funding is in place and RAC member entities have 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 winning 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), the 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 input and 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 County 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, with deeper involvement at key milestones by a self-selected sub-committee of the RAC

Project Implementation Roles and Responsibilities

- King County: Fiscal agent and contract procurement administrator
- EGA (TPL as lead): Primary point of contact to consultant and convener of ERC public agencies
- PST: Makes technical and policy recommendations to RAC sub-committee on branding issues.
- RAC sub-committee: Will meet as needed (outside of typically scheduled RAC meetings) to provide input to branding process for key milestones and decision points. Makes recommendations to the full RAC.
- RAC: Provides input and is final decision maker on branding within the structure and schedule of existing RAC meetings.

Anticipated Deliverables

1. Name for the corridor, including a legal check for existing trademark status and available web domains
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



Branding Funding Strategy

Agency	Miles	% share	Total Money suggested	Base Sum (80%)	Contingency (20%)	Notes
OWNERS- 100% COST OF THEIR PERCENTAGE OF 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 .5
Renton	2.5	3.766478	\$2,824.86	\$2,259.89	\$564.97	Mileage percentage x .5
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	

A Regional, Collaborative Brand for the Eastside Rail Corridor

Presentation to Regional Advisory Council, June 7 2017

Why Develop a Regional Brand Now?

- To **shape the public vision** of the corridor and **manage expectations** during construction
- To ensure that a new name and brand for the corridor **meets all stakeholder needs and expectations**
- To **build momentum and buzz** around the corridor – which can translate into the **funding needed** to build it
- To **build public and corporate support**

What Must the Regional Brand Communicate?

- **Multi-use vision** of the corridor
- **Regional significance** of the corridor
- Opportunity to promote **recreational tourism**
- **Transportation, recreation, health, and env. benefits**
- **Accessibility** of the facility to all users
- Part of regional trail network and existing, named segments

Recommended Approach

- Hire independent, branding expert
- Work collaboratively with stakeholder agency staff and leadership throughout
- Public engagement
- Multi-step process, key milestones along the way:
 - Vision / theme
 - Name
 - Visual Brand
- Collaborative funding; contributions from all stakeholders

How Did We Get Here?

- PST Discussion and refinement since October
- Consultation with branding experts
- Discussion with others who've developed successful trail brands

Proposed Deliverables

- **Name** for the corridor
- **Tag line**
- Branded **logo**
- **Design guidelines** demonstrating application of identity on:
 - Signage
 - Website and digital materials
 - Brochures and print materials

Next Steps

- With RAC Concurrence...
 - KC as fiscal agent
 - MOU's
 - RFP
 - Consultant selection

Totem Lake Connector – preferred alternative

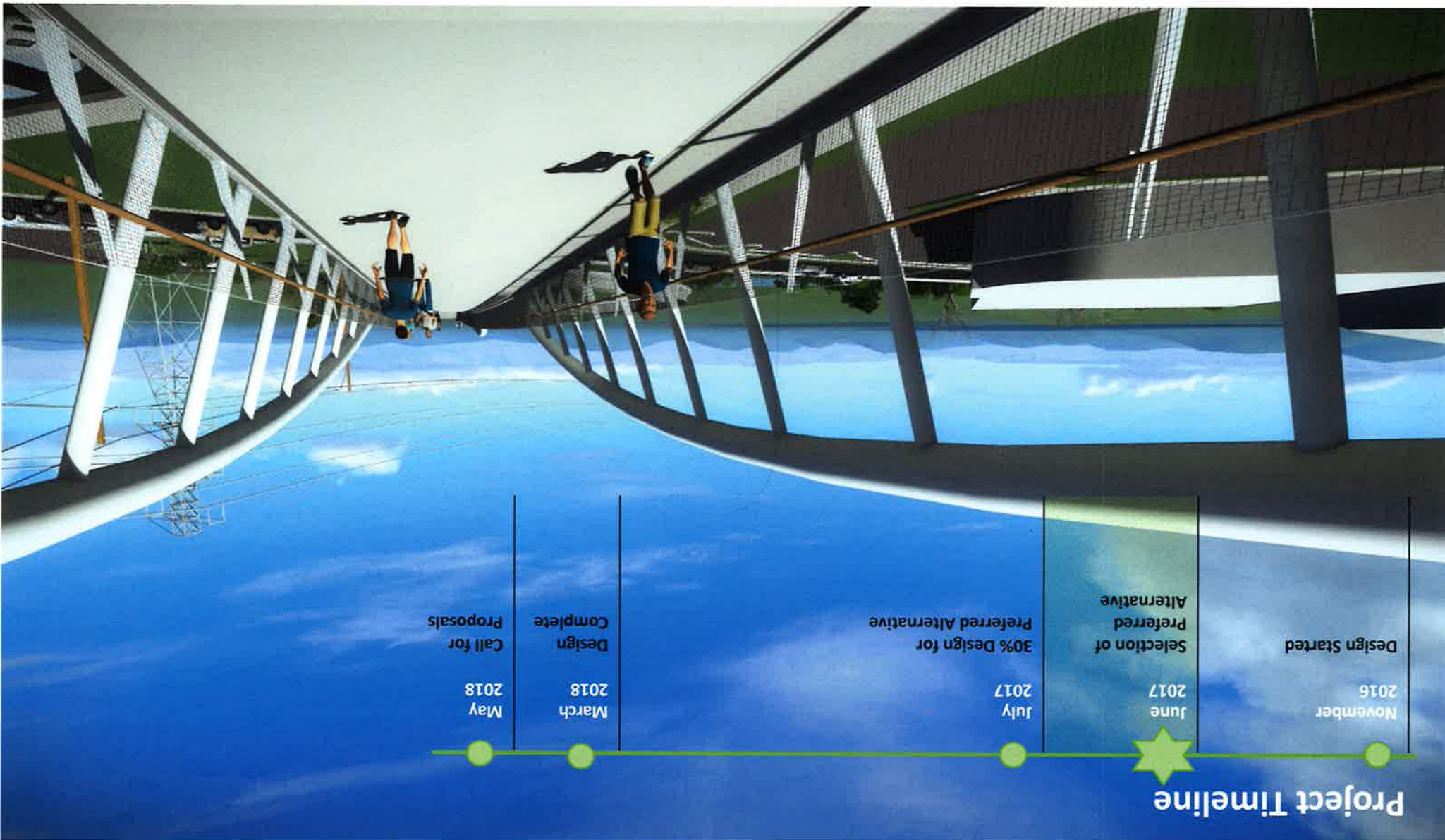
- Phase 1 – 0-30% Design: \$1.5 Million
- Phase 2 – 30% Design thru Construction: \$16.6 Million

Development in Permitting

3,304	housing units
133,800	Square Feet Office
435,000	Square Feet Commercial
18,000	Square Feet Institutional

50,000-55,000 Average Daily Trips





Project Timeline











The MISSING link

The Willows Road regional trail connection will complete a walking and bicycling connection to Puget Sound's regional trail network, the Totem Lake and Redmond urban centers, the Woodinville Wine Country and Redmond urban centers, the Woodinville Wine Country and the Willows Road high-tech corridor.

It will follow the east side of Willows Road between NE 124th Street and 139th Avenue NE. The Eastside Rail Corridor intersects Willows Road at 139th Avenue NE and the Sammamish River Trail intersects at NE 124th Street.

LEGEND

-  Willows Road Regional Trail Connection
-  Existing bike lanes
-  Planned bike lanes/facilities
-  Funded bicycling/pedestrian projects
-  Cross Kirkland Corridor
-  Redmond Central Connector
-  Park & Ride
-  Transit Center

