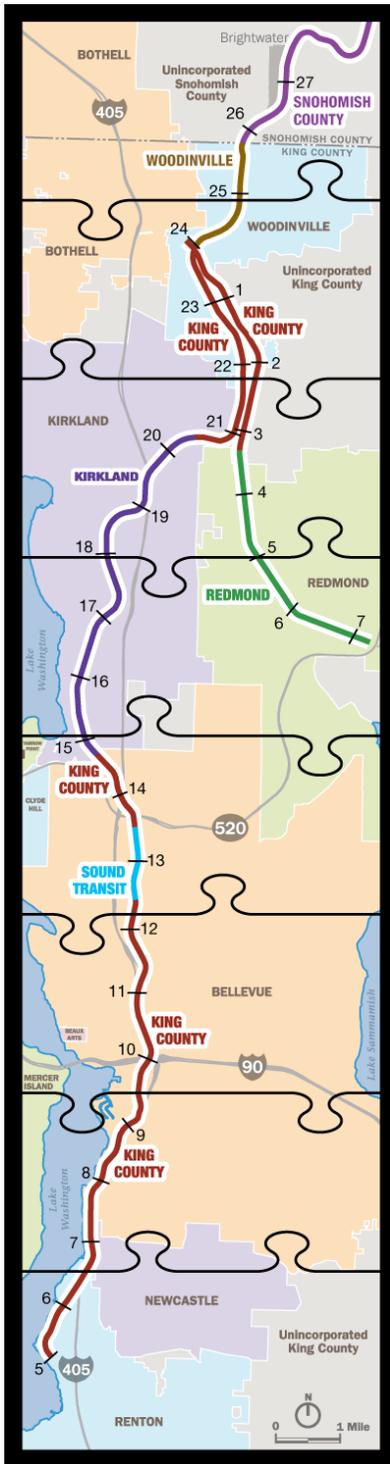


Eastside Rail Corridor Regional Advisory Council



Friday – January 25, 2019

10:30 a.m. – 1:00 p.m.

Redmond City Council Chambers

15670 NE 85th Street
Redmond, WA 98073

10:30 – 10:40 AM

Introductions and Agenda Review

- RAC Chair/KC Councilmember Claudia Balducci

10:40 – 11:20 AM

Presentation & Celebration of ERC Trail Funding Commission (Discussion and Direction item)

- Funding Commission Co-chairs Gene Duvernoy (Forterra, emeritus) and Greg Johnson (Wright Runstad)

11:20 AM – 12:05 PM

ERC Brand Development (Decision and Direction item)

- RAC Principals Staff Team

12:05 – 12:35 PM

RAC Work Plan Priorities for 2019 (Discussion and Direction item)

- RAC Principals Staff Team

12:35 – 12:50 PM

Member Progress and Success Updates

12:50 – 1:00 PM

Public Comment



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January 25, 2019

Chair Claudia Balducci
Vice-Chair Jay Arnold
Eastside Rail Corridor Regional Advisory Council
council@kingcounty.gov

Dear Chairperson Balducci and Vice-Chair Arnold:

We are proud to present the results of the Eastside Rail Corridor Trail Funding Commission. Seventeen business and community leaders representing communities and interests along the entire corridor and the region produced this funding strategy. We took our job seriously, thought hard and creatively, and came up with a proposal that warrants adoption and support.

Our recommendations are based on a three-pronged strategy: Connect, Construct, Complete. The purpose of this strategy is to demonstrate the benefits of a fully connected ERC as quickly as possible to help incentivize private investment. Implementing Connect, Construct, Complete means prioritizing capital investments in connectivity projects—such as funding the Wilburton Trestle rehabilitation and the I-90 Steel Bridge—before paving and enhancing the trail. In a letter to the King County Executive on November 26, 2018, we recommended the County increase the 2019 Parks Levy by one cent and use the revenue from that increase to fund connectivity projects on the ERC.

As connectivity projects advance, we recommend ERC jurisdictions create opportunities for private sector involvement and deploy land use policies and funding tools to generate revenue from the private sector for constructing and completing the trail. We also recommend you charter a new independent organization charged with fundraising, building private sector support for the ERC, and engaging ERC communities. The report that accompanies this letter provides more details about our recommendations.

Perhaps the most important outcome of this collaboration is it has resulted in newly committed ERC supporters and advocates. We stand ready to continue this partnership with the Regional Advisory Council to make the ERC a reality for ALL communities in King County.

Sincerely,



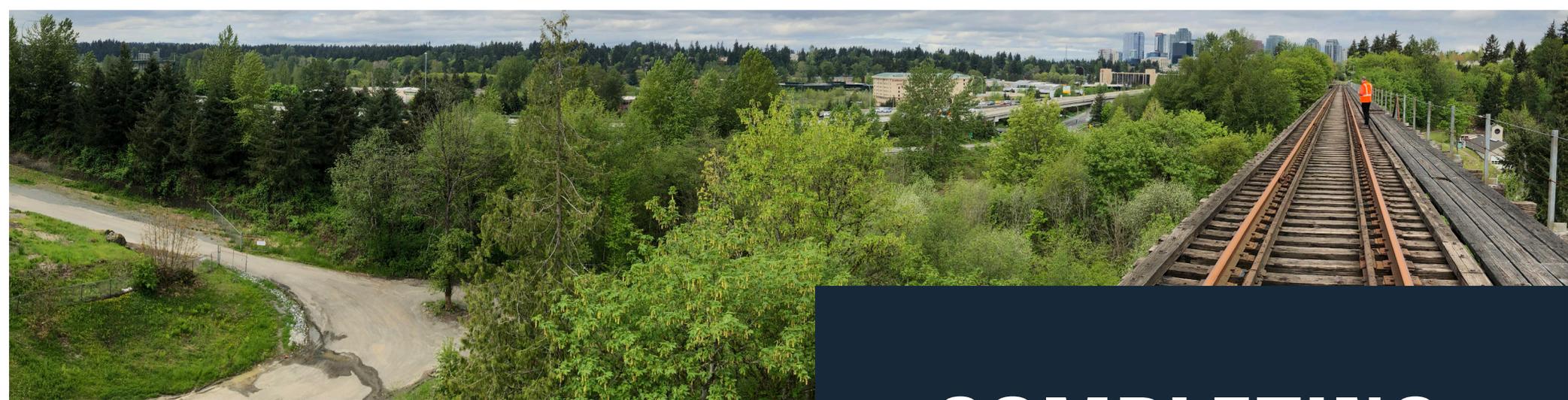
Gene Duvernoy
Co-Chair



Gregory Johnson
Co-Chair



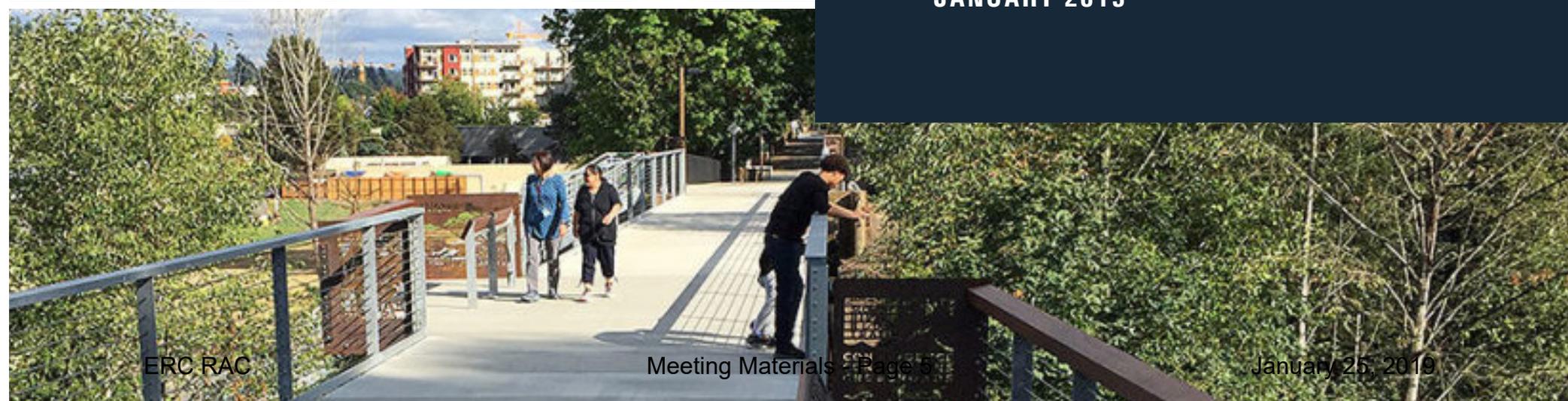
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COMPLETING THE ERC

Report of the Trail Funding
Commission to the Regional
Advisory Council

JANUARY 2019





Courtesy of Tegra Nuess/The Trust for Public Land

THE ERC WILL BE A DESTINATION FOR ALL AGES AND ABILITIES.

A NEW PARTNERSHIP FOR THE EASTSIDE RAIL CORRIDOR

Built on a historic railroad line, the Eastside Rail Corridor (ERC) will be more than a trail. It will be a place for recreation and a place to build community. It will be a multi-use corridor, enhancing transportation for the region and supporting utility infrastructure. It will be a centerpiece for urban and economic development, offering substantial advantages for local businesses competing to recruit and retain top talent.

This exceptional trail will require exceptional community support and partnership to complete. Until now, development of the ERC has been led by the public sector. Expanded participation by the private sector will accelerate completion of the ERC and deliver a better trail. It is the private sector's freedom to pursue audacious goals, expertise in creatively funding and delivering complex projects, and deep roots in local communities that will help make the vision for the ERC a reality.

A FOUNDATION FOR PARTNERSHIP:

THE TRAIL FUNDING COMMISSION

The ERC will build community. It will also take community-wide effort to build the trail. Recognizing this, the ERC Regional Advisory Council (RAC)—a collaboration among the owners of the ERC, jurisdictions along the corridor, and the Eastside Greenway Alliance—convened seventeen business and community leaders representing communities along the ERC. This Trail Funding Commission was asked to provide recommendations for how the public and private sectors can partner to realize the vision for the ERC.

Specifically, the Trail Funding Commission answered two core questions:



How can the private sector support development of the ERC through advocacy and partnership?



What is the best way to build and sustain support for the ERC from the private sector?

THE PRIVATE SECTOR HAS BEEN INSTRUMENTAL IN REALIZING THE VISION FOR THIS WORLD-RENOWNED TRAIL, THE HIGHLINE IN NEW YORK CITY.



CONNECT, CONSTRUCT, COMPLETE

A fully connected, paved trail will demonstrate the ERC's benefits to the private sector and set the stage for engaging potential partners. This three-part strategy for completing the trail will help grow support for the ERC and encourage public-private partnerships and contributions:

Build a safe, less expensive interim trail along the entire corridor and open it for use as soon as possible.

Make continuous progress towards widening and paving the entire trail so that people of all ages and abilities can use it.

Develop public gathering places, art, and amenities along the trail to enhance the trail experience and knit the ERC into surrounding communities.



CONNECT

CONSTRUCT

COMPLETE

CREATE OPPORTUNITIES FOR PRIVATE PARTICIPATION IN DEVELOPING THE ERC

Public-private partnerships can attract funding for trail development where there is a shared benefit to the public and the private partner. Trail enhancements—such as public spaces and amenities—are clear opportunities for private participation.

RECOMMENDATIONS

- **Prioritize capital investments** consistent with the “Connect, Construct, Complete” implementation strategy.
- **Streamline the process for applying private funds to trail development**, including proactive strategies for approvals by all ERC owners.
- **Identify project features** to receive private funding and include private partners in the design process.
- **Work with the private sector to develop marketing materials** that private partners can use to build support and solicit funding for the ERC.



FERITON SPUR PARK IS A BELOVED COMMUNITY GATHERING PLACE THAT RESULTED FROM A PUBLIC-PRIVATE PARTNERSHIP BETWEEN THE CITY OF KIRKLAND, SRM DEVELOPMENT, AND GOOGLE.



THE WILBURTON TRESTLE IS ONE GIANT STEP CLOSER TO BECOMING AN ICONIC LANDMARK ON THE ERC, THANKS TO A SUBSTANTIAL PHILANTHROPIC CONTRIBUTION FROM KAISER-PERMANENTE.





TRAIL-SUPPORTIVE ZONING AND LAND USE POLICIES WILL CREATE OPPORTUNITIES FOR COMMUNITY GATHERINGS ALONG THE ERC, LIKE THIS EVENT ON THE REDMOND CENTRAL CONNECTOR.

ENCOURAGE LAND USE POLICIES AND NEW FUNDING TOOLS THAT SUPPORT TRAIL DEVELOPMENT

Existing public funding and grants are not enough to complete the ERC. Trail-supportive land use policies and expanded tools for public funding will be necessary to connect, construct, and complete the ERC. Private sector partners can assist in implementing these policies and funding tools by conducting outreach to their peers, helping to gauge public support for new revenue streams, and evaluating land use strategies that support practical and effective zoning policies.

RECOMMENDATIONS

- **Incentivize trail-oriented design** in comprehensive plans and zoning provisions, and allow for swaps that enhance trail connections.
- **Consider new funding sources** such as special purpose taxing districts, Local Improvement Districts, and impact fees.
- **Implement incentive-based land use codes** that allow developers to contribute funding to trail development in exchange for density bonuses. Recognizing the benefits to be gained by nearby land uses, the incentive boundary could expand up to three miles from the trail.
- **Increase funding for the trail** through general fund allocations, support from the King County Parks Levy, and potential new sources of funding (such as bonding or a special purpose levy focused on the ERC).

CREATE AN INDEPENDENT ENTITY TO ACCELERATE DEVELOPMENT AND MAXIMIZE THE VALUE OF THE ERC

Building and sustaining support for the ERC requires a unifying voice for the entire corridor. An independent organization could fill this role, strengthen relationships with the private sector, and facilitate public-private partnerships to enhance the trail experience. A new entity would partner with the RAC to increase awareness of the ERC and its benefits—and build support for the trail.

RECOMMENDATIONS

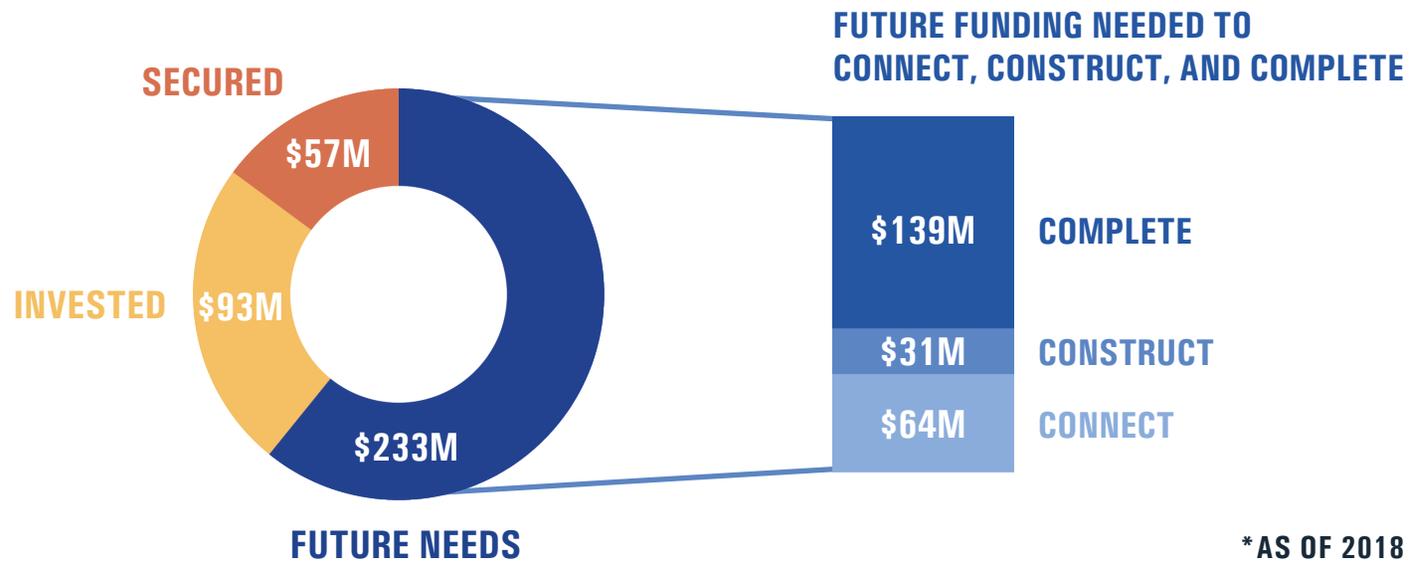
- **Designate this new entity** as the private/non-profit partner and charge it with engaging other community organizations invested in building the ERC.
- **Partner with this entity** to promote public/private partnerships, sponsorships, and recognition opportunities to the private sector.
- **Support the formation of an independent organization whose purpose is to:**
 - Advocate for the ERC
 - Lead private-sector fundraising, including soliciting and receiving philanthropic contributions
 - Provide a full-corridor perspective on funding decisions and priorities for trail construction
 - Conduct research—including public opinion surveys—on the viability of policy or ballot initiatives
 - Serve as a coordinated “clearinghouse” for ways in which private sector can support the ERC
 - Work with individual donors
 - Educate and engage the community in support of development
 - Organize community volunteer days



THE WORK AHEAD

Our region has already made great strides in realizing the vision for the ERC. Over \$93M has been invested by several jurisdictions in purchasing and improving the former rail corridor, ensuring its enduring presence as a public asset for generations to come. Sections of the trail are open and already attracting thousands of enthusiastic users. Now is the time to build on that momentum and realize the full vision for the ERC.

CORRIDOR FUNDING STATUS*



The Trail Funding Commission anticipates: 1) public sector will take financial leadership on connecting and constructing the ERC, with advocacy and financial support from the private sector, and 2) public-private partnerships and philanthropic contributions will be key to completing the ERC.

NOW IS THE TIME

Trail Funding Commission members are motivated to keep the momentum. In that spirit, the Trail Funding Commission proposes the following next steps:

- **Prioritize funding for connectivity projects.** Support public sector connectivity projects and look for private sector opportunities to engage on project planning and funding.
- **Encourage land use policies and new funding tools.** Incentivize trail-oriented design and implement incentive-based land use codes.
- **The RAC should seed private funding to stand up the new entity in 2019 with a total contribution of \$100,000.** The new entity should start small and evolve into an influential and effective partner.
- **Develop a plan for the new entity over the next three months.** The RAC would be consulted throughout the start-up phase of the entity and will coordinate with the Trail Funding Commission. The Trail Funding Commission will report back to the RAC in April 2019 with a plan for the new entity, including its legal form, leadership, and membership.





EASTSIDE RAIL CORRIDOR TRAIL FUNDING COMMISSION

Trail Funding Commission members are community and business leaders representing every jurisdiction along the ERC. Many of us stand ready to continue this partnership.

Gene Duvernoy, Forterra - Co-Chair
Greg Johnson, Wright Runstad & Co. - Co-Chair
Matt Cohen, Community
Bill Finkbeiner, Community
Stacy Graven, Meydenbauer/Visit Bellevue
Blair Howe, Kidder Matthews
Steve Kramer, KG Properties
Bob Moser, King County Parks Foundation
Dan Perrow, Kaiser Permanente
Heather Sheffer, Boeing
Greg Shelton, Physio Control
Edna Shim, Children's Hospital
Kay Taylor, Evergreen Health
Dave Tomson, SRM Development
Rocale Timmons, Seco Development
Taldi Walter Harrison, REI
Dave Witt, Woodinville Chamber

CONNECTIVITY PROJECTS

JANUARY 2019

NOT FUNDED

COMPLETE OR FUNDED GRAVEL TRAIL

COMPLETE OR FUNDED PAVED TRAIL



RENTON SEGMENT

2.5 miles

Current Funding

SUMMARY	Estimated Total	King County	Grant	Partner	Total Current Funding	Funding Need
ESTIMATED COMPLETE BUILDOUT COST*	\$17,320,000	\$1,720,000	---	---	\$1,720,000	\$15,600,000

CONNECTIVITY	Total Cost	King County	Grant	Partner	Funded	Funding Need
 Renton Community Connector (Lakefront/Boeing)	\$2,200,000	---	---	---	---	\$2,200,000
 Gene Coulon Park Connector	\$150,000	---	---	---	---	\$150,000
 Interim Trail	\$520,000	\$520,000	---	---	\$520,000	---
 May Creek Trestle	\$600,000	\$600,000	---	---	\$600,000	---
 Ripley Lane Trestle	\$600,000	\$600,000	---	---	\$600,000	---
SUBTOTAL	\$4,070,000	\$1,720,000	---	---	\$1,720,000	\$2,350,000

FULL TRAIL VISION	Total Cost	King County	Grant	Partner	Funded	Funding Need
 May Creek Gateway	\$1,250,000	---	---	---	---	\$1,250,000
 Master Plan Trail	\$12,000,000	---	---	---	---	\$12,000,000
SUBTOTAL	\$13,250,000	---	---	---	---	\$13,250,000

* Costs shown are planning estimates in 2018 dollars. Estimated costs are inclusive of design, construction and environmental. Actual construction costs may be significantly different than planning level estimates.

EASTSIDE RAIL CORRIDOR TRAIL RENTON SEGMENT - CONNECTIVITY



- | | | | |
|--|-----------------|--|----------------|
| | COMPLETE | | CROSSING |
| | FUNDED | | BRIDGE |
| | PARTIAL FUNDING | | TRAFFIC SIGNAL |
| | UNFUNDED | | TRESTLE |
| | | | GATEWAY |

SOUTH BELLEVUE SEGMENT

2.5 miles

		Current Funding				
SUMMARY	Estimated Total	King County	Grant	Partner	Total Current Funding	Funding Need
ESTIMATED COMPLETE BUILDOUT COST*	\$32,750,000	\$6,150,000	---	\$7,000,000	\$13,150,000	\$19,600,000

CONNECTIVITY	Total Cost	King County	Grant	Partner	Funded	Funding Need
 Coal Creek Trestle	\$1,150,000	\$1,150,000	---	---	\$1,150,000	---
 I-90 Steel Bridge (Interim)	\$2,800,000	---	---	---	---	\$2,800,000
 Lake Lanes Trail (WSDOT Partnership)	\$12,000,000	\$5,000,000	---	\$7,000,000	\$12,000,000	---
 Interim Trail	\$800,000	---	---	---	---	\$800,000
SUBTOTAL	\$16,750,000	\$6,150,000	---	\$7,000,000	\$13,150,000	\$3,600,000

FULL TRAIL VISION	Total Cost	King County	Grant	Partner	Funded	Funding Need
 I-90 Steel Bridge	\$2,500,000	---	---	---	---	\$2,500,000
 I-90/MTSG Trail Connector	\$9,000,000	---	---	---	---	\$9,000,000
 Master Plan Trail	\$4,500,000	---	---	---	---	\$4,500,000
SUBTOTAL	\$16,000,000	---	---	---	---	\$16,000,000

* Costs shown are planning estimates in 2018 dollars. Estimated costs are inclusive of design, construction and environmental. Actual construction costs may be significantly different than planning level estimates.

EASTSIDE RAIL CORRIDOR TRAIL SOUTH BELLEVUE SEGMENT - CONNECTIVITY



- | | | | |
|--|-----------------|--|----------------|
| | COMPLETE | | CROSSING |
| | FUNDED | | BRIDGE |
| | PARTIAL FUNDING | | TRAFFIC SIGNAL |
| | UNFUNDED | | TRESTLE |
| | | | GATEWAY |

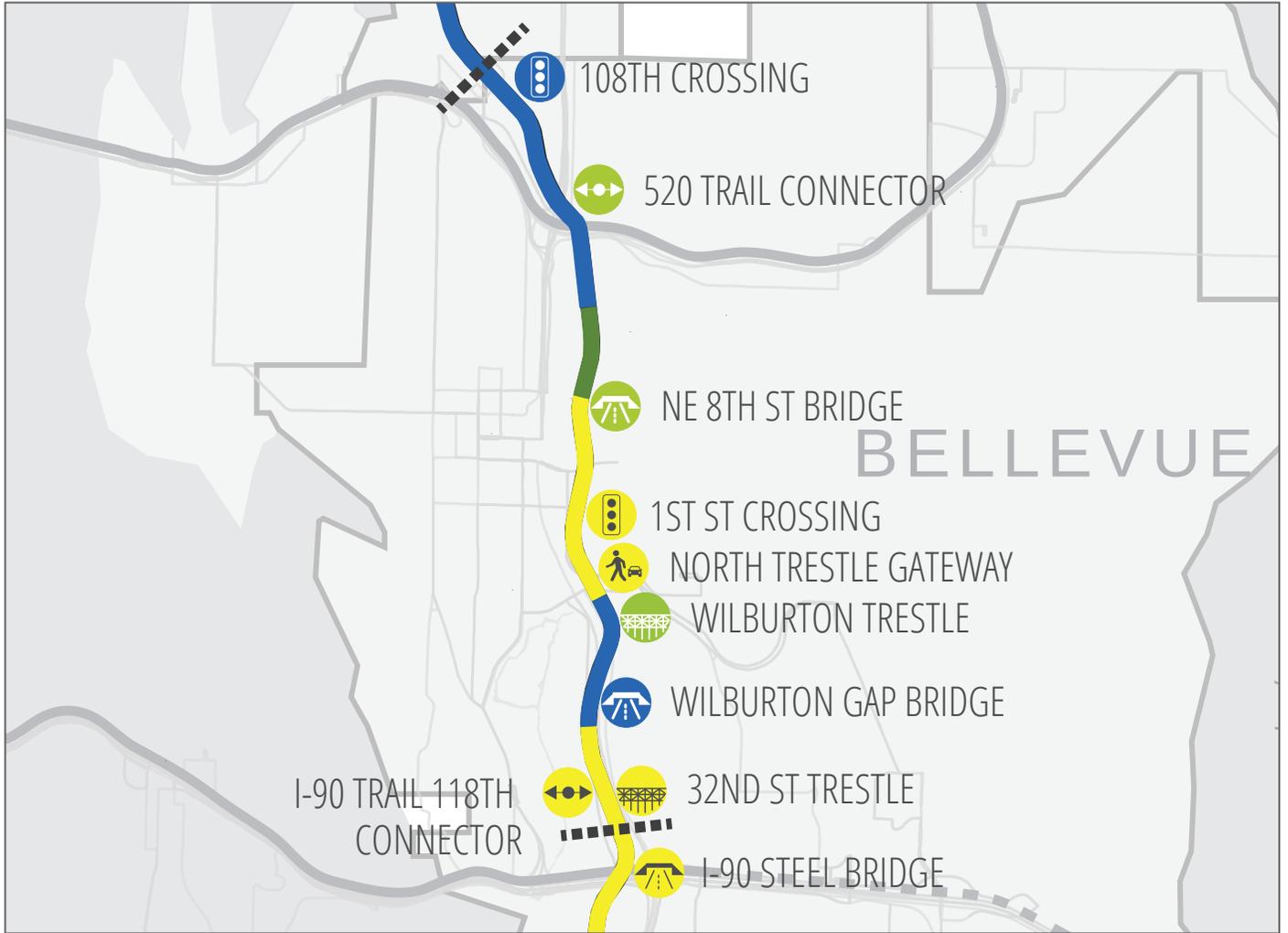
NORTH BELLEVUE SEGMENT

4.8 miles

SUMMARY	Estimated Total	Current Funding			Total Current Funding	Funding Need
		King County	Grant	Partner		
ESTIMATED COMPLETE BUILDOUT COST*	\$100,100,000	\$11,000,000	\$2,000,000	\$18,550,000	\$31,550,000	\$68,550,000
CONNECTIVITY	Total Cost	King County	Grant	Partner	Funded	Funding Need
 Wilburton Gap Bridge and WSDOT ROW	\$14,000,000	\$2,000,000	---	\$12,000,000	\$14,000,000	---
 Wilburton Trestle	\$15,000,000	---	---	\$5,500,000	\$5,500,000	\$9,500,000
 North Trestle Gateway	\$1,200,000	---	---	---	---	\$1,200,000
 NE 8th Bridge	\$18,000,000	\$5,000,000	\$200,000	---	\$5,200,000	\$12,800,000
 NE 1st Crossing	\$900,000	---	---	---	---	\$900,000
 SE 32nd St Trestle	\$400,000	---	---	---	---	\$400,000
 118th/I-90 Trail Connector	\$1,500,000	---	---	---	---	\$1,500,000
 SR 520/Northup Trail Connector	\$850,000	\$150,000	---	---	---	\$700,000
— Interim Trail	\$2,000,000	\$450,000	---	\$600,000	\$1,050,000	\$9,950,000
SUBTOTAL	\$54,300,000	\$7,600,000	\$200,000	\$18,550,000	\$26,350,000	\$27,950,000
FULL TRAIL VISION	Total Cost	King County	Grant	Partner	Funded	Funding Need
 Mercer Slough Gateway	\$3,800,000	---	\$200,000	---	---	\$3,600,000
 Spring Street Connector	\$4,000,000	---	---	---	---	\$500,000
 NE 4th St Bridge	\$12,000,000	---	---	---	---	\$12,000,000
 Grand Connection Plaza	\$2,500,000	---	---	---	---	\$2,500,000
— Master Plan Trail	\$23,000,000	\$3,400,000	\$1,600,000	---	---	\$18,000,000
SUBTOTAL	\$45,800,000	\$3,400,000	\$1,800,000	---	---	\$40,600,000

* Costs shown are planning estimates in 2018 dollars. Estimated costs are inclusive of design, construction and environmental. Actual construction costs may be significantly different than planning level estimates.

EASTSIDE RAIL CORRIDOR TRAIL NORTH BELLEVUE SEGMENT - CONNECTIVITY



- | | | | |
|--|-----------------|--|----------------|
| | COMPLETE | | CROSSING |
| | FUNDED | | BRIDGE |
| | PARTIAL FUNDING | | TRAFFIC SIGNAL |
| | UNFUNDED | | TRESTLE |
| | | | GATEWAY |

CROSS KIRKLAND CORRIDOR

5.8 miles

		Current Funding				
SUMMARY	Estimated Total	City of Kirkland	Grant	Partner	Total Current Funding	Funding Need
ESTIMATED COMPLETE BUILDOUT COST*	\$96,122,000	\$10,807,000	\$2,373,000	\$3,200,000	\$16,380,000	\$79,742,000

CONNECTIVITY	Total Cost	City of Kirkland	Grant	Partner	Funded	Funding Need
— Interim Trail	\$3,400,000	\$3,400,000	---	---	\$3,400,000	---
— Google Segment (Feriton Spur)	\$3,200,000	---	---	\$3,200,000	\$3,200,000	---
 Totem Lake Connector	\$18,400,000	\$6,477,000	\$923,000	---	\$7,400,000	\$11,000,000
SUBTOTAL	\$25,000,000	\$9,877,000	\$923,000	\$3,200,000	\$14,000,000	\$11,000,000

FULL TRAIL VISION	Total Cost	City of Kirkland	Grant	Partner	Funded	Funding Need
 South Kirkland P&R Connector	\$5,380,000	\$930,000	\$1,450,000	---	\$2,380,000	\$3,000,000
— Master Plan Trail	\$65,742,000	---	---	---	---	\$65,742,000
SUBTOTAL	\$71,122,000	\$930,000	\$1,450,000	---	\$2,380,000	\$68,742,000

* Costs shown are planning estimates in 2018 dollars. Estimated costs are inclusive of design, construction and environmental. Actual construction costs may be significantly different than planning level estimates.

EASTSIDE RAIL CORRIDOR TRAIL CROSS KIRKLAND CORRIDOR SEGMENT - CONNECTIVITY



- | | | | |
|--|-----------------|--|----------------|
| | COMPLETE | | CROSSING |
| | FUNDED | | BRIDGE |
| | PARTIAL FUNDING | | TRAFFIC SIGNAL |
| | UNFUNDED | | TRESTLE |
| | | | GATEWAY |

KIRKLAND/ WOODINVILLE MAINLINE SEGMENT

3.5 miles

SUMMARY		Current Funding					
		Estimated Total	King County	Grant	Partner	Total Current Funding	Funding Need
ESTIMATED COMPLETE BUILDOUT COST*		\$21,100,000	---	\$2,500,000	\$300,000	\$2,800,000	\$18,300,000

CONNECTIVITY	Total Cost	King County	Grant	Partner	Funded	Funding Need
 132nd Crossing	\$350,000	---	---	---	---	\$350,000
 Willows Road Connector	\$2,800,000	---	\$2,500,000	\$300,000	\$2,800,000	---
 NE 145th Crossing (Mainline)	\$500,000	---	---	---	---	\$500,000
— Interim Trail	\$450,000	---	---	---	---	\$450,000
SUBTOTAL	\$4,100,000	---	\$2,500,000	\$300,000	\$2,800,000	\$1,300,000

FULL TRAIL VISION	Total Cost	King County	Grant	Partner	Funded	Funding Need
— Master Plan Trail	\$17,000,000	---	---	---	---	\$17,000,000
SUBTOTAL	\$17,000,000	---	---	---	---	\$17,000,000

* Costs shown are planning estimates in 2018 dollars. Estimated costs are inclusive of design, construction and environmental. Actual construction costs may be significantly different than planning level estimates.

EASTSIDE RAIL CORRIDOR TRAIL KIRKLAND-WOODINVILLE MAINLINE SEGMENT - CONNECTIVITY



- | | | | | |
|---|---|-----------------|---|----------------|
|  |  | COMPLETE |  | CROSSING |
|  |  | FUNDED |  | BRIDGE |
|  |  | PARTIAL FUNDING |  | TRAFFIC SIGNAL |
|  |  | UNFUNDED |  | TRESTLE |
| | | |  | GATEWAY |

WOODINVILLE SPUR SEGMENT

3.2 miles

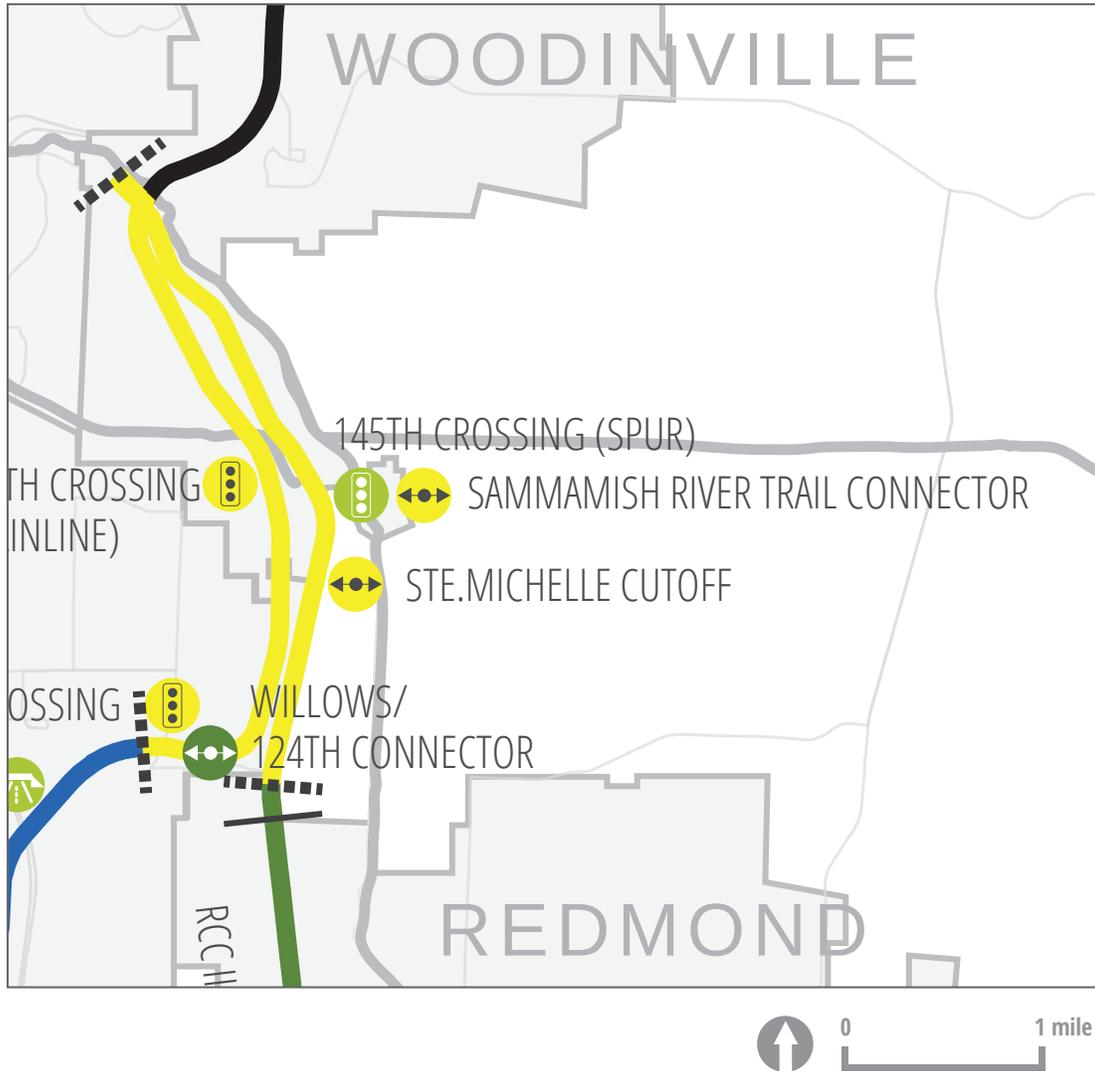
		Current Funding				
SUMMARY	Estimated Total	King County	Grant	Partner	Total Current Funding	Funding Need
ESTIMATED COMPLETE BUILDOUT COST*	\$32,350,000	\$100,000	---	\$100,000	\$200,000	\$32,150,000

		Current Funding				
CONNECTIVITY	Total Cost	King County	Grant	Partner	Funded	Funding Need
 NE 145th Crossing (Spur)	\$1,500,000	\$100,000	---	\$100,000	\$200,000	\$1,300,000
 Ste. Michelle Cutoff	\$2,100,000	---	---	---	---	\$2,100,000
 Sammamish River Trail Connector	\$1,800,000	---	---	---	---	\$1,800,000
 Interim Trail	\$2,000,000	---	---	---	---	\$2,000,000
SUBTOTAL	\$7,850,000	\$100,000	---	\$100,000	\$200,000	\$7,650,000

		Current Funding				
FULL TRAIL VISION	Total Cost	King County	Grant	Partner	Funded	Funding Need
 Sammamish River Crossing	\$9,000,000	---	---	---	---	\$9,000,000
 Woodinville Downtown Connector	\$2,000,000	---	---	---	---	\$2,000,000
 Master Plan Trail	\$13,500,000	---	---	---	---	\$13,500,000
SUBTOTAL	\$24,500,000	---	---	---	---	\$24,500,000

* Costs shown are planning estimates in 2018 dollars. Estimated costs are inclusive of design, construction and environmental. Actual construction costs may be significantly different than planning level estimates.

EASTSIDE RAIL CORRIDOR TRAIL WOODINVILLE SPUR SEGMENT - CONNECTIVITY



- | | | | | |
|--|--|-----------------|--|----------------|
| | | COMPLETE | | CROSSING |
| | | FUNDED | | BRIDGE |
| | | PARTIAL FUNDING | | TRAFFIC SIGNAL |
| | | UNFUNDED | | TRESTLE |
| | | | | GATEWAY |

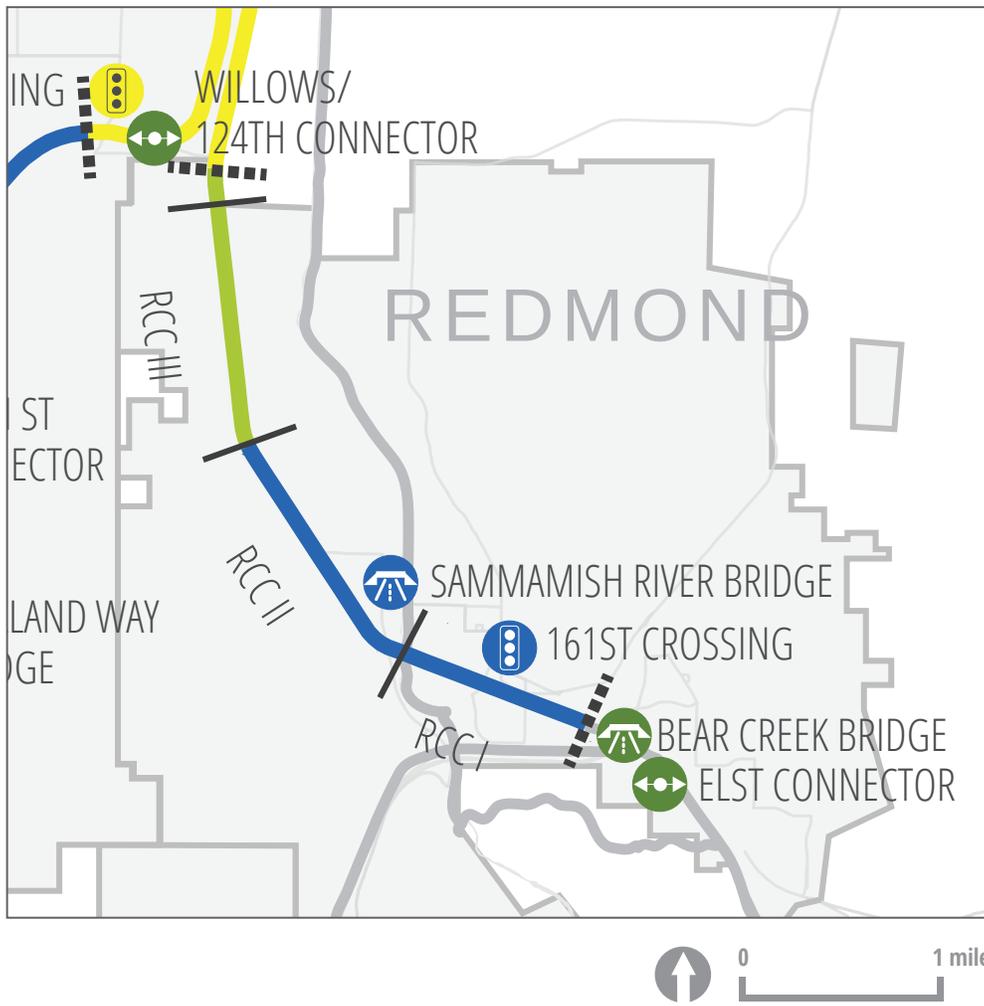
REDMOND CENTRAL CONNECTOR

3.9 miles

		Current Funding					
SUMMARY	Estimated Total	City of Redmond	Grant	Partner	Total Current Funding	Funding Need	
ESTIMATED COMPLETE BUILDOUT COST	\$19,700,500	\$3,515,000	\$8,905,500	---	\$12,420,500	\$7,280,000	
CONNECTIVITY	Total Cost	City of Redmond	Grant	Partner	Funded	Funding Need	
— Redmond Central Connector Phase III	\$8,000,000	---	\$720,000	---	\$720,000	\$7,280,000	
SUBTOTAL	\$8,000,000	---	\$720,000	---	\$720,000	\$7,280,000	
FULL TRAIL VISION	Total Cost	City of Redmond	Grant	Partner	Funded	Funding Need	
— Redmond Central Connector Phase I	\$5,289,500	\$2,165,000	\$3,124,500	---	\$5,289,500	---	
— Redmond Central Connector Phase II	\$6,411,000	\$1,350,000	\$5,061,000	---	\$6,411,000	---	
SUBTOTAL	\$11,700,500	\$3,515,000	\$8,185,500	---	\$11,700,500	---	

* Costs shown are planning estimates in 2018 dollars. Estimated costs are inclusive of design, construction and environmental. Actual construction costs may be significantly different than planning level estimates.

EASTSIDE RAIL CORRIDOR TRAIL REDMOND CENTRAL SEGMENT - CONNECTIVITY



- | | | | |
|--|-----------------|--|----------------|
| | COMPLETE | | CROSSING |
| | FUNDED | | BRIDGE |
| | PARTIAL FUNDING | | TRAFFIC SIGNAL |
| | UNFUNDED | | TRESTLE |
| | | | GATEWAY |

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Briefing to Regional Advisory Council

Gene Duvernoy and Greg Johnson, Co-Chairs

January 25, 2019

ERC Funding Commission



DISCUSSION OUTLINE

- 1. Scope of ERC Trail Funding Commission**
- 2. Recommendations**
- 3. Next Steps**



SCOPE OF COMMISSION

- 1. Funding Source Options**
- 2. Actions to Fund**
- 3. Building and Sustaining Support for ERC Corridor Development**



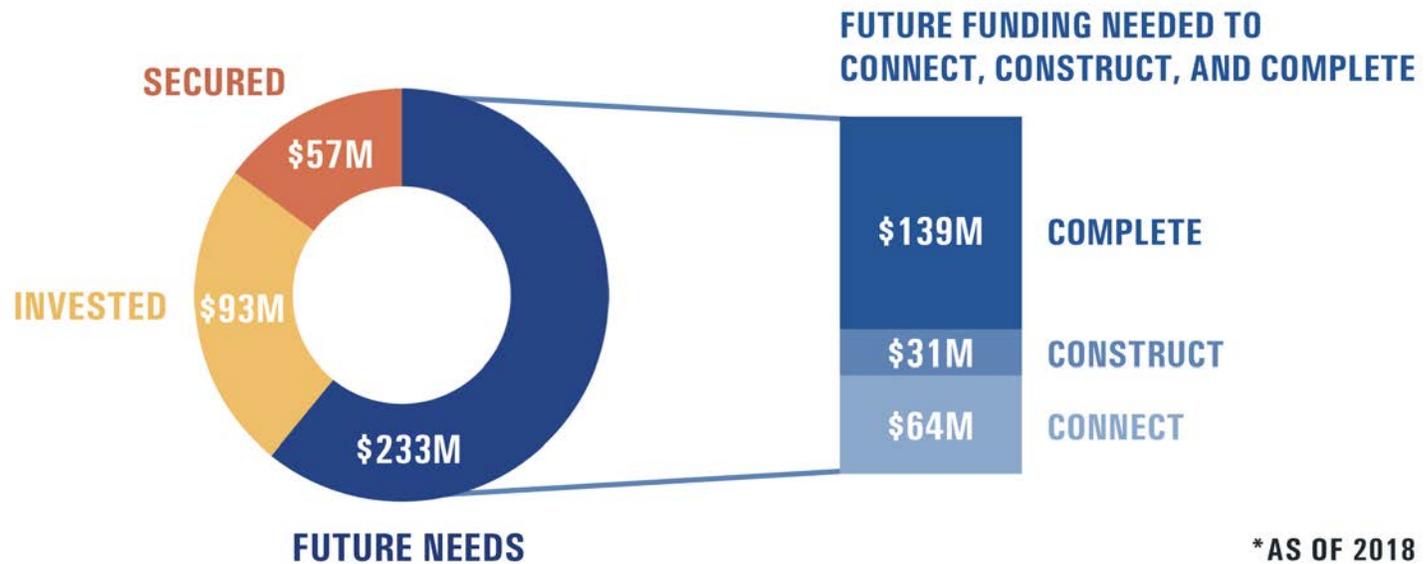
ERC PROJECTS



STRATEGY

- First, CONNECT the Trail
- Next, CONSTRUCT the Trail
- Finally, COMPLETE the Trail

CORRIDOR FUNDING STATUS*



NOT FUNDED
 COMPLETE OR FUNDED GRAVEL TRAIL
 COMPLETE OR FUNDED PAVED TRAIL



CONNECT THE TRAIL

ERC Funding Commission



RECOMMENDATIONS

1. **COMMIT** capital funding to connect and construct
2. **DEVELOP** new land use policies and funding tools
3. **CREATE** opportunities for private participation
4. **CHARTER** new entity to build/sustain support



NEXT STEPS

- **Support formation of an independent entity** to work alongside and in consultation with the RAC to make the ERC the best it can be for ALL residents
- **Charge us with creating a plan for the entity** to present at the April RAC meeting
- **Incentivize private start-up funding with a commitment of \$100,000**, pending RAC review of the funding and operations plan



Background for RAC Corridor Branding Decision and Direction Item January 25, 2019

At the November 29, 2018 RAC meeting four options for a new Eastside Rail Corridor (corridor) name were presented for consideration: The Eastrail, The Eastway, The E, and The 425. The RAC's response to the names was generally positive, with a consensus that all four names were worth further consideration. An initial poll of the RAC members present showed stronger support for the names Eastrail and Eastway, with lesser support for the E and 425. All four of the names received a first place vote from at least one RAC member.

At the conclusion of this discussion RAC members agreed on the value of additional feedback on the four name options to inform a decision on the final name by the RAC at their January 25, 2019 meeting. Final name would then be the basis for the full development of a new brand for the corridor.

At the January 25, 2019 RAC meeting the RAC will determine the next steps in the process to rename the corridor. This document provides background for RAC members for this discussion.

Summary of Branding Project Scope and Status

This work is funded through a 2017/2018 cost sharing agreement among the RAC members. This agreement provided \$75,000, including contingency, to produce the following final deliverables supporting a new brand for the corridor:

1. The **final new name**, chosen from four options, and supporting brand statement
2. The **final logo** for the final name, including development of several logo options for consideration by the RAC
3. A 10 to 12 page **design guidelines** demonstrating the application of brand identify on all applicable trail signage
4. **Application of the brand on the first page of a sample website** and a cover and one spread of print materials
5. **High resolution electronic version of the branded examples**

Completion of these deliverables is expected to consume the entire balance of funds remaining in the project budget, including the project contingency. Modifications to the anticipated tasks to produce these deliverables, or the final brand development process in general, may require additional resources from RAC members.

The project budget does not include resources for activation and deployment of the final new brand package, for example promotional materials or community engagement events to support awareness and encourage use of the newly branded corridor. The development of a plan and allocation of resources for brand activation needs further consideration from RAC members.

Summary of Feedback

Several mechanisms were employed to secure additional feedback on the four name options:

- an online survey asking for responses to the four name options, with 2,158 respondents
- a focus group of 12 invited participants
- a stakeholder meeting, with 7 participants, facilitated as a focus group

In addition, RAC members had the option to undertake their own formal and/or Informal outreach and supporting considerations at their discretion. The discussion of this matter at the January 25, 2019 RAC meeting will include time for RAC members to share the results of their feedback-gathering efforts.

High level takeaways from survey and in-person feedback:

- The RAC's initial sense of a stronger preference for Eastrail and Eastway was affirmed by the additional feedback
- The online survey respondents liked Eastrail and Eastway and disliked the E and 425. By a small margin they preferred Eastrail over Eastway, and the E over 425.
- The in-person focus groups allowed for more nuanced feedback. One group preferred Eastrail, and the other preferred Eastway, however one group chose the 425 as their second preference, and the other chose the E as their second preference.
- In-person participants who preferred the Eastrail liked its specific references to rail, trail, and that it is a shortened version of Eastside Rail Corridor. Participants who preferred Eastway indicated that it had more positive emotional connotations and liked the way it sounded in plain speech.
- In-person participants suggested that the E and 425 were higher risk choices—they were more likely to be disliked—but that they may also be higher reward (i.e. could ultimately be more effective brands.) The two groups differed, however, in their preference for one over the other.

Survey Feedback Results

The survey was completed by 2,158 respondents. Respondents were asked to indicate how well they thought each name met specified criteria for a new name, and how well they liked each name. They were also able to provide open-ended responses to the names.

The synthesized results of the survey are as follows:

NAME	How well does it meet criteria (average score on a scale of 1-10)	How well do you like (average score on a scale of 1-5)	Percentage of responses that were 3,4 or 5 ratings	Percentage of responses that were 4 or 5 ratings
The Eastrail	5.49	3.13	65%	45%
The Eastway	4.85	2.82	56%	36%
The E	2.77	2.03	30%	16%
The 425	2.42	1.82	23%	13%

In-person Feedback Ranking Results

Focus Group:

1. Eastrail
2. 425
3. Eastway
4. E

Stakeholder Group:

1. Eastway
2. E
3. Eastrail
4. 425

Summary of Open Ended Comments

Through the in-person venues and the open-ended survey question participants were able to provide more free-form feedback. The following is a very brief summary of this type of feedback, with a focus on more broadly-held perspectives and factors that may be particularly important in the next steps of brand development.

<p style="text-align: center;"><u>The Eastrail</u></p> <p>PRO:</p> <ul style="list-style-type: none"> • Speaks to past, present and future • Descriptive • Homage to what got us here <p>CON:</p> <ul style="list-style-type: none"> • Pronunciation problem, uncertainty over emphasis • East of what? • Too similar to ERC <p>Noted as a Pro/Con</p> <ul style="list-style-type: none"> • Light rail connotation 	<p style="text-align: center;"><u>The Eastway</u></p> <p>PRO:</p> <ul style="list-style-type: none"> • Easy to pronounce • Feels warm and inviting • Feeling of connection <p>CON:</p> <ul style="list-style-type: none"> • Sounds like an East-West Trail • Division between East-siders and Seattle
<p style="text-align: center;"><u>The 425</u></p> <p>PRO:</p> <ul style="list-style-type: none"> • Universally pronounceable • Number is deeply identified with the area • Is more relatable to Renton, which does not identify as much as an eastside city <p>CON:</p> <ul style="list-style-type: none"> • Existing magazine title • Longevity concerns (if area codes change) 	<p style="text-align: center;"><u>The E</u></p> <p>PRO:</p> <ul style="list-style-type: none"> • Good nickname • Unique name for a trail system- nothing else like it nationwide • Easy to pronounce <p>CON:</p> <ul style="list-style-type: none"> • Sounds like a transit/bus line • Feels like a nickname (picking own nickname before it organically happens) • No heritage <p>Noted as a Pro/Con:</p> <ul style="list-style-type: none"> • Light rail connotation

EASTSIDE RAIL CORRIDOR REGIONAL ADVISORY COUNCIL

MEETING SUMMARY

November 29, 2018 – 1:30 PM

Kirkland City Hall – Council Chambers

Advisory Council Members Present: Claudia Balducci, King County Councilmember (Chair); Jay Arnold, Deputy Mayor, City of Kirkland (Vice-Chair); Angela Birney, Council President, City of Redmond; David Hoffman, Local Government Affairs & Public Policy Manager, Puget Sound Energy; Kathy Lambert, King County Councilmember; David Patton, Eastside Greenway Alliance; John Stokes, City of Bellevue Councilmember; Ariel Taylor, Government and Community Relations Officer, Sound Transit; Tom Teigen, Parks, Recreation and Tourism Director, Snohomish County; and Christie True, Director, King County Natural Resources and Parks.

Welcome and Introductions

Chair Claudia Balducci called the meeting to order at 1:10 p.m., welcomed all in attendance and asked the Regional Advisory Council (RAC) members to introduce themselves.

Branding Scope and Project Plan Refresh

David Saint John, Government Relations Administrator, King County Department of Natural Resources and Parks, provided an overview of the branding project. The project is jointly funded among the members with \$75,000 being allocated for this work. The expectations from ICON is to conduct brand research, develop a brand statement and brand name, design a visual treatment (logo), develop design guidelines for how the logo will be applied, a tagline and supporting information. This is what is currently funded.

Subsequent to that, brand activation and implementation strategies will need to be developed. Funding resources will be needed for these.

ICON will present brand name ideas today. Members should process that information and arrive at the meeting on January 25, 2019, with a conclusion. ICON will stand down until a decision is made, then the logo work will begin.

Branding Presentation

Blake Tannery, Executive Creative Director, ICON, provided introductory comments. Juliet D'Ambrosio, Project Lead, ICON, provided a presentation related to the activities of ICON as they pursued branding ideas for the Eastside Rail Corridor. Topics covered included:

- The process that was used to develop the branding ideas
- Where we are currently
- Where we are going

The four proposed names are:

- The Eastway
- The 425
- The Eastrail
- The E

Discussion ensued regarding these four options and ways to get feedback. Members will take these four options back to their bodies of origin for input. Feedback should be shared with David St. John and the PST group, who will act as a conduit to ICON.

Next steps

The following options will be pursued to get feedback from the public:

- Focus group
- Social media
- A survey
- A potential web-page based approach

Public comment

Jason Lin requested clarification on the pronunciation of Eastrail. The emphasis is on “Eas”.

Member Progress and Success Updates

Redmond

Council President Birney invited all to attend the Redmond Lights.

Bellevue

Councilmember Stokes invited all to the Garden Delights at the Bellevue Botanical Garden, the downtown skating rink and snowflake lane.

Next steps and adjournment

The meeting adjourned at 3:00 p.m.