

# ***EASTSIDE RAIL CORRIDOR REGIONAL ADVISORY COUNCIL***

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## **MEETING SUMMARY**

April 5, 2019 – 12:00 PM

King Street Center, 8<sup>th</sup> Floor Conference Center

**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; Russ Bosanko, Parks Operations & Community Partnerships, Snohomish County; Susan Boundy-Sanders, City of Woodinville Councilmember, David Hoffman, Local Government Affairs and Public Policy Manager, Puget Sound Energy; Kathy Lambert, King County Councilmember; Luke Lamon, Government and Community Relations Officer - Eastside, Sound Transit; Richard Smith, Executive Director, Cascade Bicycle Club for the Eastside Greenway Alliance; John Stokes, City of Bellevue Councilmember; and Christie True, Director of King County Natural Resources and Parks.

### **Welcome and Introductions**

Chair Claudia Balducci called the meeting to order at 12:08 p.m., welcomed all in attendance and asked the Regional Advisory Council (RAC) members to introduce themselves.

### **Approval of Meeting Summary**

Councilmember Birney moved approval of the January 25, 2019, meeting summary. There being no objections, the summary was approved.

### **Presentation and Review of Brand Package Elements**

The Council agreed that the top three criteria for the logo are:

- How does it make you feel? (Does it feel positive, welcoming, etc.?)
- How will it work with the other brands?
- How does it work in reality (e.g., wayfinding, etc.)?

It was unanimously agreed to eliminate logo number four from consideration.

Juliet D’Ambrosio, ICON Design, noted that while reviewing the logos the following questions should be considered:

- How can we select a logo that is by, for and about the Eastrail – that brings forward all the promise that the Eastrail is, since it won’t be fully realized for many years?
- Does it evoke a sense of place – does it speak to this region?
- Will it work in the real world?

A presentation explaining the intention behind each of the logos and what it best accomplishes was provided.

The Chair provided her perception of the feedback from the community on each of the logos. Each member identified their preference and why. The need to move forward with clarity in the pronunciation of Eastrail to eliminate confusion was noted along with the need to emphasize both the rail and trail in the use of the Eastrail logo so that the rail portion does not get overlooked.

Decision: Proposed logo number 3 was adopted by unanimous consensus.

The purpose of a tagline is meant to capture the emotion but also tell you a little bit about what could happen. The proposed tagline of “Let’s connect” was explained. The use of the tagline will be judicious.

Decision: The tagline “Let’s connect” was adopted by unanimous consensus.

### **Funding Commission Report**

Gene Duvernoy and Greg Johnson, ERC Funding Commission Co-chairs, reviewed the direction that was provided last time and gave a top-level run through of the Eastrail Partnership business plan.

Key functions: The key functions of the Partnership would be communications, stakeholder engagement, fundraising, creating partnerships and advocacy on behalf of the trail.

Governance: In the interest of expediency the initial governance of the Partnership would be hosted by the King County Parks Foundation. Down the road the Partnership could determine whether it wants to be a standalone organization. The Partnership would be directed by an expanded Leadership Committee. Staffing of one FTE would be anticipated.

Funding: A budget of approximately \$200,000 per year is estimated. Funding sources for the budget would be \$50,000 from private and philanthropic contributors, a \$50,000 matching grant from the King County Parks Foundation and \$100,000 collectively from the RAC members. The latter, rather than a contribution would be a commitment to a work program that would mostly fit around community engagement and communications – RAC members would support the Partnership through funding that work.

Timeline for year one (percent of budget): Initial efforts would be towards finalization of the organizational structure and recruitment of a staff lead (15%), followed by developing and implementing a communications and stakeholder engagement plan (35%). Also included would be Development of an organizational funding/execution plan (35%) and securing exemplary corporate sponsorship or joint venture (15%).

Next steps: Revise the King County Parks Foundation agreement with the Seattle Foundation, secure commitments to the Leadership Committee, identify a chair for the Leadership Committee, hire a lead staff, and develop communications and operational plans. The goal today is for conceptual approval.

The question was raised whether the \$200,000 collective commitment by members would be a one-time commitment or ongoing – the Partnership would be looking for a continuing relationship that would support that community engagement work, where that would fall would need to be determined. Further discussion addressed opportunities for fundraising, the need for the contract to be clear that should the rail ever be reactivated – it goes back to rail, having benches strategically placed, making it

wheelchair friendly, having standards and a theme for the art, how the RAC and the Partnership will work together to determine which projects will be funded, how private sector contributions will be spent, what type of involvement private contributors would have over projects on the trail, and the need to ensure that transportation choices, equity issues, etcetera are incorporated into the leadership group.

The Funding Commission will come back with a presentation related to an operating/execution plan to gain input from the RAC before anything is finalized.

Action: The suggestion was made to have the Principle Staff Team work on how the apportionment of the \$100,000 would take place amongst the members.

Decision: The Regional Advisory Council agreed unanimously to move forward with the funding commission recommendations.

Recognition: Members of the funding commission present –Matt Cohen, Gene Duvernoy, Stacy Graven, Bill Finkbeiner, Greg Johnson, Steve Kramer and Bob Moser – were awarded plaques in recognition of their time and effort on this project.

The Funding Commission expressed its appreciation for the work of the staff from all of the organizations as well as Jamie Strauz-Clark.

### **ERC Projects in the King County Parks Levy**

The King County Executive Branch has done a great deal of public outreach and has put together a proposal for the renewal of the King County Parks Levy, which expires at the end of this year. In February that proposal was submitted to the County Council, which has been working to refine it. It has passed through the Regional Policy Committee and will now go on to the Budget and Fiscal Management Committee and then on to the full Council with the hopes of having it on the August ballot for public vote.

A graphic was distributed showing the Eastrail components of the parks levy – some are under way now, some are funded by other entities, some are funded by the next parks levy and some are being prioritized for different grant sources. The biggest components in the upcoming parks levy are the interim trail components in Woodinville and the 145<sup>th</sup> street crossing, along with significant components and investments in the Wilburton segment. The total for the Eastrail in the next parks levy is about \$50,000,000.

It was noted that based on a request from the City of Renton, language was incorporated into the legislation indicating that if the \$50,000,000 goes farther than anticipated for any variety of reasons, that money could conditionally go towards advancing some of the projects in the south end.

### **Member Progress and Success Updates**

As part of the implementation strategy on branding, there will be a community event that is presently anticipated to be held on a Saturday in mid to late July.

In the interest of time, members deferred their comments.

**Public comment**

There was no one present wishing to provide public comment.

**Next steps and adjournment**

The meeting adjourned at 1:45 p.m.