

A photograph of a forest with large, moss-covered tree trunks and a paved path. The text is overlaid on the image.

Eastside Rail Corridor Building the Brand

11.29.18

V2.0

DISCOVERY + POSITIONING + NAMES

ICON

WHERE WE'VE BEEN

THE PROCESS

- ✓ LISTENING—STAKEHOLDER INTERVIEWS AND INPUT SESSIONS
- ✓ LOOKING—FIELD OBSERVATIONS
- ✓ LEARNING—PEOPLE-ON-THE-STREET AND TRAIL USER CONVERSATIONS
- ✓ STUDYING—SURVEYS OF 2000+ COMMUNITY MEMBERS
- ✓ COMPARING—TRAILS BRANDING AUDIT

WHERE WE ARE

THE PROCESS

- ☑ POSITIONING—IDENTIFYING THE CORE IDEA AND CREATIVE PRINCIPLES FOR THE BRAND
- ☑ NAMING—NAME OPTIONS

WHERE WE'RE GOING

THE PROCESS

- ☐ BRAND WORKSHOP + INPUT FOCUS GROUPS?
- ☐ FINAL NAME SELECTION
- ☐ DESIGN
- ☐ LAUNCH + ROLLOUT

**Every brand is a story.
The ERC has a story to tell.
WHAT DOES IT SAY?**

LISTENING :

Stakeholder interviews

WHAT IS IT?



For immigrants—who may be more comfortable biking than driving—the trail system can help get them where they need to go. It's a lifeline.

It really is a connector, for everyone.

So much different ambiance—from the wine country of Woodinville to the farms to very urban sections.

Connecting people to their community, to neighbors, to friends, to coffee shops, to farmers, to their jobs, to natural areas.

An amazing amenity that actually improves life here.

A big piece of our downtown [Redmond].

It's a placemaker.

An important link.

A fulcrum.

A hub.

A wonderful trails and transit opportunity.

Finally, North-South transportation will be a reality.

A promise to the future.

ON THE CHALLENGES



Not just about bikes.
About all kinds of
movement.

Where the trail isn't
developed, we're
not seeing community
excitement.

There are a lot of
pedestrian/cyclist
issues.

People are trashing
the trails. Not
respecting them.

It's not all paved
yet so it's tough
as a true commuter
option.

Different
socioeconomic groups
have
different access.

It's overloaded at
peak times.

You don't know what
to expect.

There's not enough
parking at access
spots.

How do we even talk
about it?

The gaps prevent
people from really
using them.

A group of about ten people are walking along a dark asphalt path that curves through a lush, green landscape. The path is bordered by a rustic wooden fence made of horizontal rails and vertical posts. In the background, there are dense evergreen trees and a small, young tree with yellow leaves. The people are dressed in casual outdoor attire, including jackets, hats, and trousers. The overall scene suggests a peaceful, scenic walk in a park or natural area.

**WHAT'S THE
EASTSIDE LIKE?**

The best quality of
life.

It's so not
homogenous. Each
spot has its own
character.

Hardworking but
we expect a great
quality of life.

Incredibly diverse.
People here from all
over the world.

There's a tremendous
energy.

WHAT ARE THE ISSUES?

Tremendous growth.

No easy North/South
route.

There are some
inherent challenges
in cyclists and
pedestrians. We
get complaints.

Traffic.

Socioeconomic
inequality has never
been more acute.

Funding.

Not enough
connections—yet.

Disrespect.

WHAT DEFINES THE PEOPLE OF THE AREA?

Younger than it used
to be.

More relaxed than
the Seattle vibe.

Younger families.

Generally healthy.
Not afraid of [being
out] in the weather.

It's a great place to
live. It's becoming a
great place to work.

We're all about the
quality of life.

Families, families,
families.

People who want the
good life, good
schools, etc.



g County

dar River Trail

ON THE BRAND

The name should say,
Rail Corridor. People
in a hundred years
should know where we
came from.

The history of the
railroad is so rich.

Railroad is too
limiting. Let's look
to the future.

The Renton Rail
Connect Corridor.
We're the prettiest
part!

There's a legitimate
concern about [the
individual parts like
the CKC] not being
just subsumed in a
whole big brand.

Not a trestle. The
brand should be about
the entirety.

The Spirit of
Washington in a
brand.

'Your big backyard'
invites people to
treat it poorly.

It should be super
simple.

A collective.

Capture not just
what happens on the
trail itself but
around it.

The BeltLine—
something clear, that
says it all.

Everyone should feel
like it's theirs.

It's well used but
now people will call
it 'whatever that
trail park thing' is.



WHAT TRAIL USERS SAY

TRAIL INTERCEPTS

CITY OF SAMMAMISH, DOWNTOWN REDMOND,

CEDAR RIVER TRAIL

I walk my dog
every single day and
sometimes I don't
see another soul.

We're a close knit
community on the
trails.

More benches.

Can't wait till it's
[all connected].

I prefer the old
trail without bikes
and more trees.

The trails need more
and more visible
parking access!

It's where I see my
neighbors most.

Love that it's paved
[in parts].

More lights.

I'm concerned about
fast, rude cyclists
and homeless people
on the trail.

I like how the trail
is connected to a
[coffee shop].

More directions,
more signage.

The trails are
perfect as is.

The trails are a
second home to me.
I'm here every day.

I see tons of deer
and eagles.



What the community says

PEOPLE-ON-THE-STREETS AND EMAIL SURVEY

COVERING KIRKLAND, BELLEVUE, RENTON, REDMOND

A happening spot...
surprisingly.

This is the best
place on the planet.
That's why everyone
keeps coming here!

Love the wildlife.

Proud of all the
layers of history
here all around us.

Anything to get me
out of the car on the
weekdays. Anything!

[Corporations] get a
bad rep but Google's
done great things
for our community
and their part of
the trail.

I walk everywhere
and don't own a car.

I've lived here my
whole life and now
I'm am worried about
density.

We have a reputation
for being cold but
we have a very close,
welcoming community.

I see my neighbors.

I love how quiet and
safe it is. Everyone
is in a good mood.

Makes me wish that
rail transit would
be able to utilize
this so our traffic
congestion between
Renton & Bellevue
would be better.

A true neighborhood
vibe.

There IS diversity
but in certain areas
it's like totally
white.

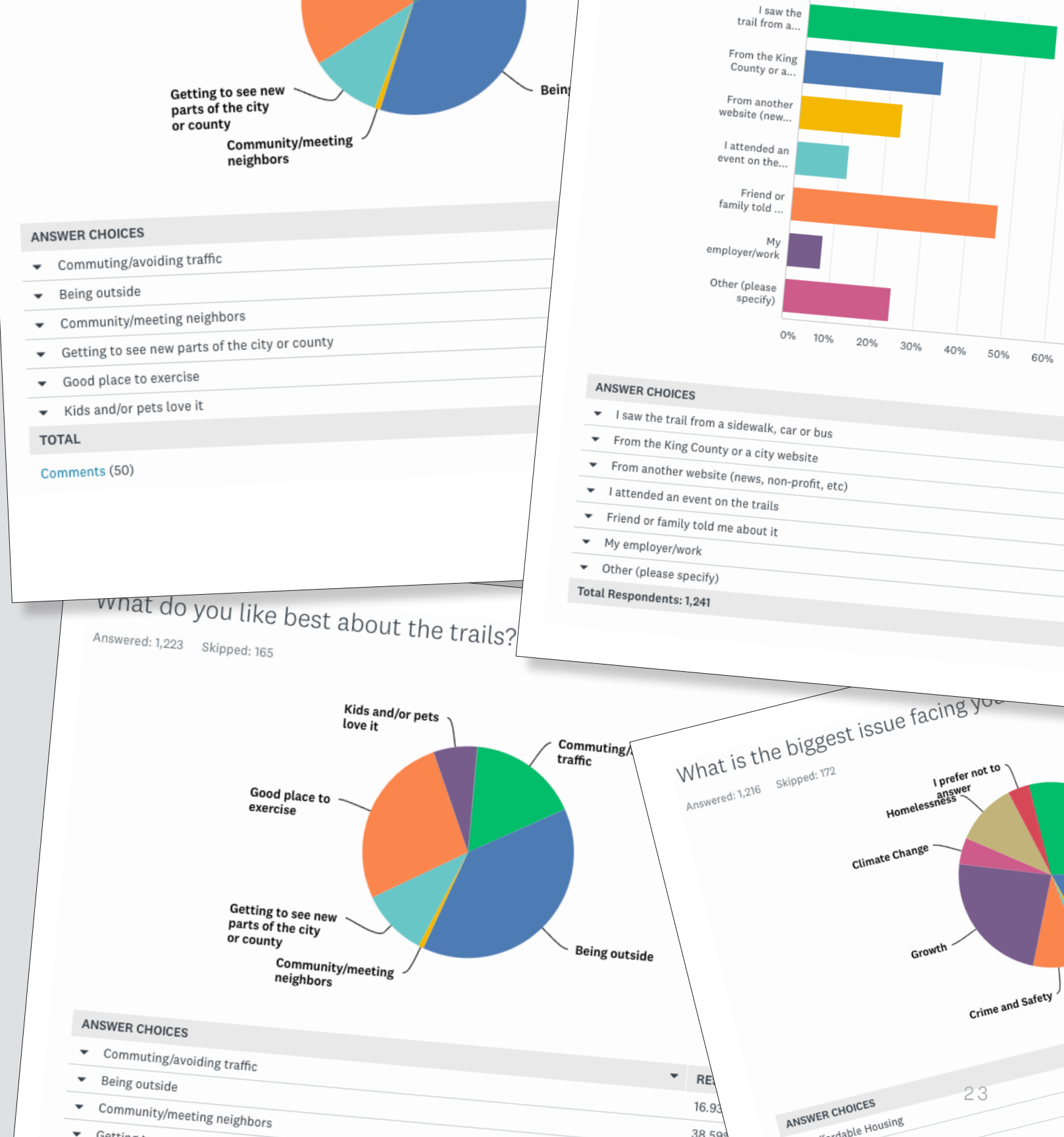
The ideal family
place.

Survey data

10 DAY EMAIL SURVEY

600+ RESPONSES

ALL EASTSIDE CITIES REPRESENTED



Why do you use the ERC?

81% for exercise

76% to enjoy the great outdoors

40% to explore new places

28% for commuting

Why don't you use the ERC?

36% say they don't know where it is

35% say it's not convenient

"The gravel trail is bad for biking."

Which of the following current and future uses of the Eastside Rail Corridor are important to you?

85% say pedestrian and bicycle corridor connecting the eastside communities to the region.

51% say continuous corridor for future high capacity transit connecting the eastside communities to the region.

Which benefits are important to you?

84% say it provides bikes and pedestrians alternatives to using roads

79% say because it promotes healthy and active living

72% say it provides an opportunity to be outside

What colors do you associate with being on the ERC?

85% green

10% blue

Brown, gold, yellow

HOW DOES BEING ON THE TRAILS MAKE YOU FEEL?

Relaxed, carefree.

Safe.

Calm, peaceful,
healthy.

So peaceful.

Taken advantage of.
As traffic continues
to worsen, taxpayers
will eventually be
asked to pay for the
reinstallation of
tracks.

Peaceful.

Free.

Motivated, in motion.

A gravel path leads into a dense forest with autumn foliage. The path is covered in fallen leaves and leads into a dense forest with trees showing vibrant autumn colors like yellow, orange, and green. The scene is captured from a low angle, looking down the path.

ANY THOUGHTS ON THE NAME?

We need a new name?

The Eastside
Corridor.

The Ibesh Corridor,
after the
Lushootseed word
ʔíbəš, meaning
“travel” (by any
means).

B.L.U.E. (Bike Link
Urban Experience).

Beauty Trail, Urban
Escape, Terra
Cognito, Eastside
Outdoors, King Trail,
Eastside Groundlevel,
Breathe, Obama Trail,
Downshift Eastside,
Beautiful Trail, The
Connector, Happy
Life Trail.

Rail Eastside Scenic
Trail (REST).

“Restoration
Corridor” (Put it
back the way it
was and get some
beneficial use!)

WHAT THE LANDSCAPE LOOKS LIKE:

Trail brand audit

WALKWAY OVER THE HUDSON



5.1 MILE LOOP WITH VARIOUS 'DESTINATIONS' WITHIN IN

TAKEAWAYS: ACCESSIBLE, FOR WALKERS, RECREATIONAL, COLOR-CODED
'EXPERIENCES'

Discovery **ZONES**



City Downtown

Alexander Hamilton and John Jay advocated for the ratification of the US Constitution and Matthew Vassar established a brewery.



Franny Reese State Park

These beautiful and historic woodlands have been preserved thanks to Scenic Hudson and dedicated advocates.



Union St. Historic Neighborhood

Poughkeepsie's oldest immigrant neighborhood, preserved and listed on the National Register of Historic Places.



Highland Hamlet

Early settlers established this quaint hamlet surrounded by farmland with not-so-distant views of the Hudson.



Southside Historic District

Part of four National Historic Districts, Southside reflects Poughkeepsie's inventors, industrialists and civic leaders.

The 606

2.7 MILES

IDENTITY THAT EXPLICITLY REFERENCES CYCLING, WHEELS.

TAKEAWAYS: MODERN, OPEN, FUN

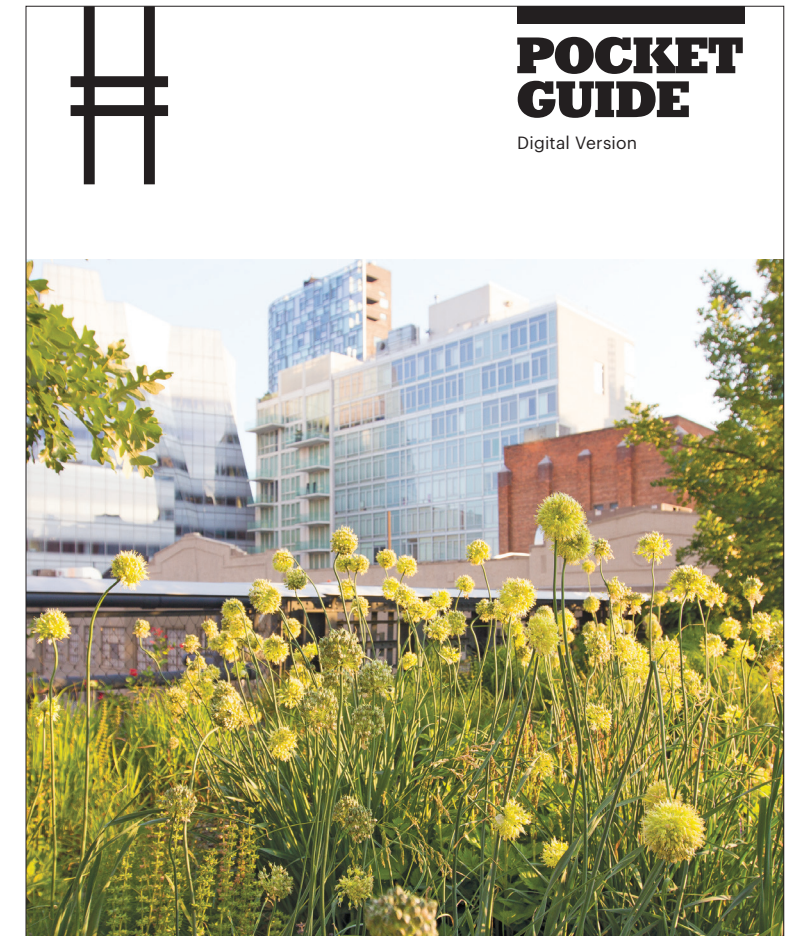




The High Line

1.45 MILES ELEVATED LINEAR PARK AND RAIL TRAIL

TAKEAWAYS: SUPER SOPHISTICATED, URBAN, CONNECTED





Atlanta BeltLine



33 MILES OF MULTI-USE RAILS-TO-TRAIL CORRIDOR + PARKS

TAKEAWAYS: DIVERSE, CONNECTED, FRIENDLY, DESCRIPTIVE



The Philadelphia Circuit Trails



300 MILES OF LOOSELY CONNECTED TRAILS—EVENTUALLY 750 MILES

“100S OF MILES OF HAPPY”

TAKEAWAYS: BOLD, BRIGHT, A LITTLE TRENDY



FINDING THE STORY

Success IS a brand that

COMMUNICATES WHAT THE ERC IS TODAY

CRYSTALLIZES THE VISION FOR ITS FUTURE

IS INCLUSIVE TO ALL

INSPIRES CURRENT USERS

GALVANIZES NEW USERS

CAPTURES THE IDEA OF MULTI-MODALITY

INSTILLS PRIDE

ENDURES OVER THE (VERY) LONG-TERM

HAS A NESTED CONNECTION TO THE RTS

WORKS WELL WITH THE CURRENT NAMES: CKC AND RCC AND ALL THE INDIVIDUAL
TRAIL SEGMENT NAMES

Success **ISN'T** a brand that's

COMPLICATED

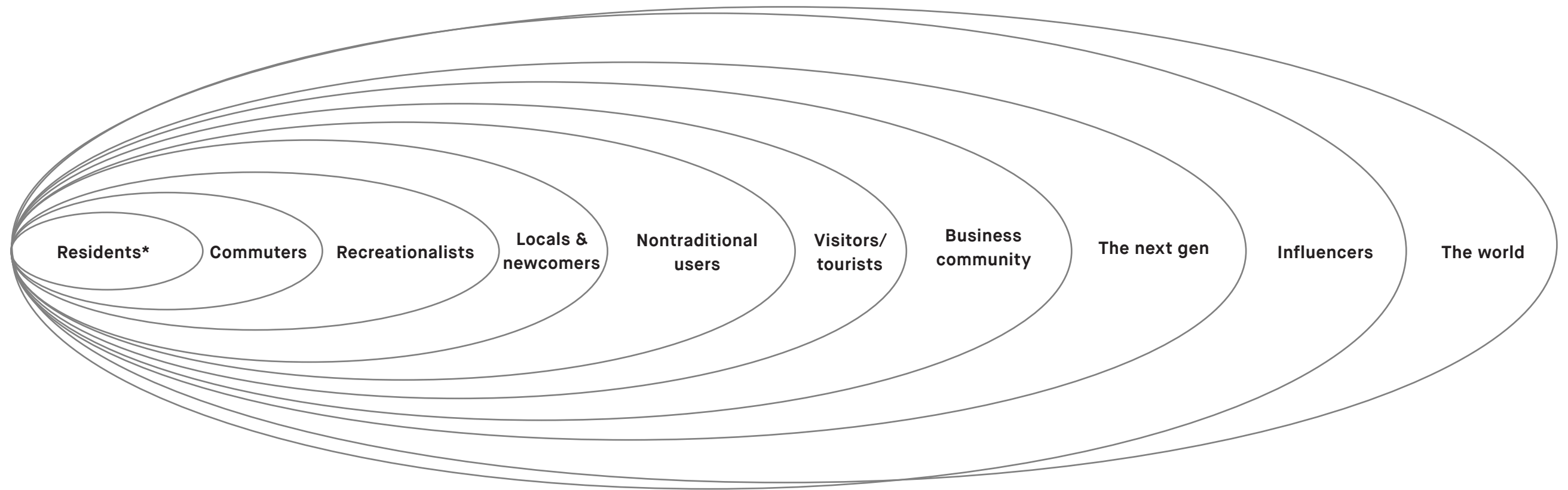
FOCUSED ON ANY ONE ELEMENT OR PLACE

MONOLITHIC

EXCLUSIVE

BORING

Who it's for



***Residents of Renton, Woodinville, Kirkland, Bellevue, Redmond, Woodinville, King County generally, and the entire region.**

What's the brand universe?



PEARL iZUMi®

FORT&RRA



patagonia®

Digging In

What is it?

- + EVOLVING
- + URBAN, SUBURBAN, RURAL
- + MULTI-MODAL
- + PART OF A LARGER WHOLE



Themes

CONNECTION

QUALITY OF LIFE

EQUALITY/EQUITY

SHARING

ACCESSIBILITY

DIVERSITY

COMMUNITY

FAMILY

FREEDOM

UNITY

MULTI-MODAL TRANSPORTATION

LOCAL PRIDE

HISTORY/HERITAGE

PRESERVATION

TOGETHERNESS

HEALTH

HAPPINESS

JOY

NATURE

THE FUTURE

Brand Position

WHAT THE BRAND MEANS.

ITS DNA.

UNCHANGING. FUNDAMENTAL. INTERNAL.

(It's not a tagline or a headline.)

Freedom to connect

Freedom

INDEPENDENT SPIRIT

QUALITY OF LIFE

CHOICES

MOVEMENT

JOY

EXPLORATION

Connect

A BRINGING TOGETHER
FILLING THE GAPS
HISTORY, PRESENT, FUTURE
EVERYONE—DIFFERENT
CULTURES, ETHNICITIES,
NATIONALITIES, ABILITIES,
AGES, INCOME LEVELS

NEWCOMERS AND LOCALS
PEOPLE AND NATURE
BUSINESS TO OPPORTUNITY

Creative Pillars

What all expressions of the brand—name, logo, VIS—will embody

BOLD

Confident, clear, vibrant

LIVELY

A positive, kinetic energy throughout

FREE

An empowering, independent spirit

TIMELESS

Rooted in history, with an eye toward the future; not trendy.

PEOPLE-POWERED

Friendly, inclusive, human to the core

NAMING THE ERC

GREAT BRAND NAMES

GREAT BRAND NAMES

are easy to say:

The FedEx logo is displayed in a large, bold, sans-serif font. The word "Fed" is in a dark purple color, and the word "Ex" is in a bright orange color. The letters are closely spaced, and the overall design is clean and modern.

GREAT BRAND NAMES

are memorable:

The Google logo is displayed in its characteristic multi-colored font. The 'G' is blue, the first 'o' is red, the second 'o' is yellow, the 'g' is blue, the 'l' is green, and the 'e' is red.

GREAT BRAND NAMES
are evocative:

amazon

The Amazon logo, featuring the word "amazon" in a bold, black, sans-serif font. Below the text is a curved orange arrow that starts under the 'a' and points towards the 'n', resembling a smile.

GREAT BRAND NAMES

don't try too hard:



NAME CRITERIA AT-A-GLANCE

Strategic

- + DOES IT CAPTURE YOUR BRAND'S ESSENCE IN A MEANINGFUL WAY?
- + IS IT APPROPRIATE TO YOUR AUDIENCE?
- + IS IT AS BRIEF AS POSSIBLE?
- + IS IT MEMORABLE?
- + DOES IT LIMIT YOU IN ANY WAY?

Linguistic

- + IS IT EASY TO SPELL AND SAY?
- + HAVE WE CONSIDERED ALL RELEVANT CULTURAL SENSITIVITIES?
- + IS IT TOO SIMILAR TO AN EXISTING NAME IN A WAY THAT WOULD CAUSE CONFUSION?

Legal

- + CAN YOU OWN AND PROTECT IT AS YOUR TRADEMARK?
- + IS THE DOMAIN NAME AVAILABLE?
- + CAN YOU USE IT AND PROTECT IT IN ALL RELEVANT GEOGRAPHIES?

A photograph of two women smiling. The woman on the left is younger, with dark hair pulled back, wearing a black Under Armour turtleneck. The woman on the right is older, with dark hair, wearing a bright blue jacket over a dark grey shirt, with swim goggles around her neck. She has her arm around the younger woman's shoulder. The background is blurred, showing other people and an orange barrier.

IS IT EASY TO PRONOUNCE?

IS IT OWNABLE?

**DOES IT CAPTURE THE IDEA OF
FREEDOM TO CONNECT?**

PROUD THE TO TRAIL CIRCUIT TRAILS

One of America's largest trail networks is
in your backyard.



A nighttime photograph of a modern park or plaza. In the foreground, a wide, light-colored concrete path leads towards the background. Several people are walking on the path, their figures slightly blurred, suggesting motion. To the right of the path, there is a series of concrete steps and a low wall, both illuminated from below by warm yellow light. Numerous small, yellow, cylindrical light fixtures are placed along the path and around the steps. A string of blue and green lights is draped across the middle ground. In the background, more trees and distant lights are visible under a dark sky.

NAMES: 4 OPTIONS

Option 1

THE EASTWAY

THE EASTWAY SAYS:

- BY, FOR AND ABOUT THE EASTSIDE
- THE WAY FORWARD
- SIMPLE AND MEMORABLE
- CONFIDENT AND CLEAR; 'THIS IS THE WAY'
- ROLLS OFF THE TONGUE

CROSS-KIRKLAND CORRIDOR ON THE EASTWAY
REDMOND CENTRAL CONNECTOR ON THE EASTWAY

“TOOK ME 20 MINUTES TO GET TO WORK ON THE EASTWAY.”

EASTWAYTRAIL.COM/ORG

Option 2

THE 425

THE 425 SAYS:

- AN ALTERNATIVE TO THE 405
- COOL FACTOR
- EASTSIDE OWNABLE

CROSS-KIRKLAND CONNECTOR ON THE 425
REDMOND CENTRAL CONNECTOR ON THE 425

“THE 425 NOW BOASTS MORE TRAIL-ORIENTED DEVELOPMENTS THAN EVER.”

425TRAIL.COM/ORG

Option 3

THE EASTRAIL

THE EASTRAIL SAYS:

- CONTRACTION OF RAIL AND TRAIL
- HISTORY, PRESENT, FUTURE
- UNIFIED BUT NOT MONOLITHIC
- SIMPLE, MEMORABLE

CROSS-KIRKLAND CORRIDOR ON THE EASTRAIL
REDMOND CENTRAL CONNECTOR ON THE EASTRAIL

“LET’S HOP ON THE EASTRAIL TO GET COFFEE.”

GOEASTRAIL.COM/ORG

Option 4

THE E

THE E SAYS:

- SHORT AND SWIFT
- MODERN BUT TIMELESS
- COOL FACTOR
- THE BASIS FOR STORYTELLING (E FOR ENERGY. E FOR EVERYONE. E FOR EXPERIENCE. ETC.)

CROSS-KIRKLAND CORRIDOR ON THE E
REDMOND CENTRAL CONNECTOR ON THE E

“THE BEST WAY TO GET THERE IS ON THE E.”

ECONNECTOR.COM

Names

EASTWAY

THE 425

EASTRAIL

THE E

Where we go next

BRAND WORKSHOP + FOCUS GROUPS?

FINAL NAME SELECTION JAN 25

DESIGN

LAUNCH + ROLLOUT

A cyclist wearing a blue and black jersey with a red "CASTELL" logo on the back is riding away on a paved path. Two people are walking ahead on the same path. The path is flanked by green grass and trees with yellow and orange autumn leaves. A car is visible in the distance on the right side of the path.

Thank you