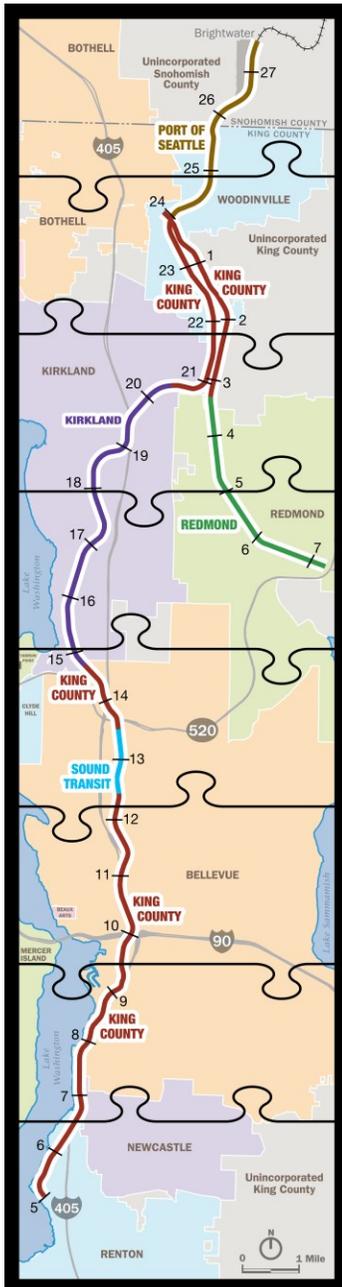


# Eastside Rail Corridor Regional Advisory Council

**April 22, 2015**

**2:00 – 4:30 p.m.**

City Hall – Council Chambers  
123 Fifth Avenue  
Kirkland, WA 98033



## AGENDA

2:00 Welcome and Introductions (Jane Hague)

### DISCUSSION

2:05 Review 2015 RAC meeting schedule (Jane Hague)

2:15 Owners' Updates (RAC Members)

2:30 Update on March ERC Open House for Legislators in Olympia (Larry Phillips)

2:40 Review and discuss initial research on funders' collaborative models; confirm direction (John Howell, Tom Byers)

3:10 Discuss and provide feed on the Creative Brief for branding activity (Mike Rosen)

### ACTION

3:40 Discuss and approve 2015 RAC Work Plan (John Howell)

4:15 Public Comment

4:25 Wrap Up (John Howell)

4:30 Adjourn



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## MEMORANDUM

To: Members of the Regional Advisory Council

From: Tom Byers and John Howell, Cedar River Group

Date: April 20, 2015

Re: Funding Collaborative Structures

The purpose of this memo is to provide the RAC with a progress report on our research and preliminary findings regarding the structure of funding collaboratives that have been created to develop and/or maintain multi-use corridors that are similar to the Eastside Rail Corridor

### **Background**

Last year, RAC members discussed conceptual models of funding collaborations authorized under Washington law. In those conversations, RAC members indicated the most interest in separate support foundations. With that guidance, our team has begun a search for national and local models of non-governmental organizations that have successfully generated funding for developing multi-use corridors for public benefit. We sought national models that had most or all of the following characteristics:

- Multi-use, including some combination of trail, high capacity transit, freight, and utilities;
- Multi-jurisdictional ownership, involving two or more public entities;
- Multi-sector funding, engaging private and/or philanthropic partners as well as public agencies, and where private funding has been significant;
- Comparable scale: Corridors greater than 25 miles in length.

After consultation with the staff at the national Rails to Trails Conservancy, the initial list of national models selected included:

- Atlanta BeltLine
- Clinton-Ionia-Shawassee Trail in Central Michigan
- Great Alleghany Passage, PA
- The Highline, NYC
- Minneapolis Hiawatha Trail and Midtown Greenway

In addition, local models were identified that:

- Have a demonstrated track record for successfully raising private funds;
- Might provide opportunities for partnership with the RAC members in raising funds for the ERC;
- Have raised funds for a multi-purpose vision.

The initial list of local models selected included:

- Mountain to Sound Greenway

- Friends of Burke Gilman Trail
- Friends of Seattle Waterfront
- Seattle Parks Foundation
- King County Parks Foundation

Research on these models is now underway, using a combination of internet sources and telephone and email conversations with the staff of the organizations.

### **Preliminary Findings**

Although some of the organizational interviews have yet to be completed, several important facts have already emerged:

1. *Multi-purpose corridors, in which active rail uses co-exist with recreational trails and other uses, are growing in number throughout the nation.*

A 2013 study by the Rails to Trails Conservancy identified 161 such “trails with rails corridors in 41 states, representing 9% of the total number of rail-trails in the country”.  
([www.railstotrails.org/resource-library/resources/americas-rails-with-trails/](http://www.railstotrails.org/resource-library/resources/americas-rails-with-trails/)).

2. *In some cases, where rail is being developed within a corridor, the transit use is the driving force for funding and provides support for recreational uses as a secondary benefit.*
3. *In at least one case, a single philanthropy served as the catalyst and major funder for trail developments.*

The Fred Meijer Foundation used a grant of more than \$1 million as an incentive to break a deadlock among local jurisdictions regarding trail development in three counties in rural Michigan. We have yet to find another instance in which a single philanthropy played such a central role.

4. *Some communities have created free-standing non-profit organizations or foundations with the sole purpose of supporting development of a multi-use corridor.*

Examples of this approach include the Atlanta BeltLine Partnership, Friends of the Highline (New York City) and Friends of the waterfront (Seattle).

5. *Another potential approach is to make corridor development a project of an existing organization with a compatible mission.*

Four of the local organizations being studied exemplify this approach:

- Friends of the Burke-Gilman Trail uses the Seattle Foundation as its fiscal intermediary.

- Mountain to Sound Greenway has a twenty-five year track record of successful fundraising for a wide range of projects within the I-90 corridor. (The organization’s most recent publication has an article supporting the ERC.)
- The Seattle Parks Foundation has raised more than \$40 million for neighborhood parks and legacy projects such as Lake Union Park and Lake to Bay Trail.
- The King County Parks Foundation is a new organization that has identified the ERC as one of its potential “legacy projects.”

### Preliminary Analysis

#### **Four models have emerged thus far:**

- A. Transit-driven financing**
- B. Single philanthropy as catalyst**
- C. New single-purpose non-profit or foundation**
- D. Existing organization with aligned mission**

Each of these models has advantages and disadvantages when applied to the specific conditions that apply to the ERC. For the purpose of this discussion, we suggest that the next stage of the research focus on options C and D. Our reasoning is based on the following assumptions:

- Transit-driven financing for recreational improvements is unlikely in the near-term, and would not tap the potential private or philanthropic resources with an interest in the corridor.
- A single philanthropy is unlikely to take on the burden of funding the magnitude of investment required in the corridor and if such a party did step forward, their contribution could be accommodated within either options C or D.

### Questions for Discussion

- What are the RAC members’ views of the findings thus far?
- Do the two options that have been suggested appear to be the right ones to focus on?
- What types of projects do members see being priorities for funding through the collaborative? (For example, communities have used private funding for trail construction, lighting, public art and the development of parks adjacent to the corridor.)

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## Creative Brief

**DOCUMENT PURPOSE:** Information provided in this document will be used to guide the writers, designers and producers of communication materials. The Creative Brief is used by the people who do the creative work, designing and writing in support of the brand. It is the designers' window in the Eastside Rail Corridor, and sets certain parameters and rules for the branding activity. ERC Regional Advisory Committee review and feedback constitutes the final step in establishing this body of information for the creative team's use.

Client: King County

Prime: Cedar River Group

Prime Contact: John Howell

Project: Eastside Rail Corridor Branding

Date: April 14, 2015

Version #: Two

Process to date:

PRR provides draft 1 to client	4-6-15
PRR receives directed changes	4-14-15 (Reviewed by Staff and PST Brand Sub-group)
PRR send draft 2 to client	4-14-15

PRR Project Manager: Mike Rosen

Creative Brief approved by: \_\_\_\_\_

Date Approved: \_\_\_\_\_



## 1. **Executive Summary**

The Eastside Rail Corridor, which extends from Renton to Woodinville, will address multiple regional needs, linking people and communities together like never before. On the micro level, it will provide integrated multi-modal connections featuring non-motorized trail, high-capacity transit (e.g., light rail), rail, and utility uses. On the macro level, the unique corridor will promote linkages between jobs and housing, serve growing communities, offer broad recreational amenities, support protection of natural resources such as forest land and open space, and respond to currently unimaginable opportunities that may arise in the future. As such, it is widely agreed that the ERC is an incredible public asset that will benefit future generations.

To ensure that the region works together so that the corridor transcends jurisdictional boundaries and meets future needs, the corridor's five current co-owners convened a Regional Advisory Council (RAC) to lead the collaborative planning process. (The current co-owners are: King County, Sound Transit, City of Redmond, City of Kirkland, and Puget Sound Energy.)

The RAC has come to recognize that a branding effort is necessary to create a strong regional identity for the corridor amongst residents and stakeholders and, in turn, foster their support for ERC's development and use.

The branding effort encompasses developing an externally-facing name to replace ERC, and provide a logo, tagline, and message platform. The brand must represent the integrity of the current owners while recognizing the need to identify the entire corridor without regard to the existing or any future ownership group. While challenges are real, the opportunity to meet existing and future needs on this scale is extraordinary. We want people to feel pride and civic ownership, participate if they can add value, and embrace a vision and sense of stewardship that's multi-use and multi-generational. PRR reports to King County via Cedar River Group.

## 2. **Eastside Rail Corridor (ERC) Background:**

The ERC is part of the Woodinville Subdivision, a 42-mile former rail corridor. The portion known as the Main Line extends from Renton to Snohomish, passing through Renton, Bellevue, Kirkland, Woodinville, and portions of unincorporated King County. A spur off the Main Line, called the Redmond Spur, extends 7-plus miles from Woodinville to Redmond.

The corridor between Renton and Woodinville is now owned by City of Redmond, Puget Sound Energy, the City of Kirkland, Sound Transit, and King County. The original vision for acquisition of the ERC was that it provided an unprecedented opportunity to acquire

and develop a previously unavailable corridor that could serve the region through a combination of trail, high-capacity transit, rail, and utility uses.

There is widespread agreement that the corridor is an incredible public asset that will benefit future generations—in some ways that can be predicted today, and other ways that will emerge over time. An unprecedented opportunity exists to create a multiuse corridor that could include rail, trail, and utility use (consistent with rail banking requirements) that links the communities along the corridor, as well as those beyond.

The Regional Advisory Council (RAC) was created to facilitate collaborative planning by the owners of the ERC and is composed of representatives of the five owners. Each of these owners has its own statutory obligations, internal processes and procedures, and priorities set by separate governing bodies. The RAC has developed a report summarizing recommendations from the first phase of planning and is now advancing efforts to continue to advance a common vision, collaboration models, specific projects to advance, and funding opportunities.

<http://www.kingcounty.gov/operations/erc-advisory-council/reports.aspx>

It is important to note that advanced work has taken place in both Kirkland and Redmond. While this branding effort will be respectful of the individual work done by these two owners, this effort anticipates a final brand that will be respectful of all five owners, of any future owners and of the adjacent cities, major businesses and civic interests and stakeholder groups.

The RAC developed six principles – broad, high-level statements that reflect the values and directions upon which the members have agreed – in this first collaborative planning effort.

Partnership: Development of the corridor will build on existing partnerships and foster new partnerships that support the multiple-use vision for the corridor.

Collaboration: Development of the corridor will be based upon a collaborative approach for identifying and taking action to address opportunities and challenges to achieve the long-term vision for the corridor and the multiple-use goals.

Connectivity and Mobility: Development of the corridor will encourage and enable connections across the region, including neighboring counties and beyond. It will provide access to/from neighborhoods and communities adjacent and in close proximity to the corridor, as well as those at a greater distance that can benefit from the development of the ERC.

Continuity: Development of the corridor will cultivate a common public identity for the corridor that enables an integrated corridor experience across ownerships.

Economic Opportunity: Development of the corridor will enable the owners and neighboring communities to foster and realize economic benefits from proximity to and use of the corridor.

Heritage: Development of the corridor will embrace the history and setting of the corridor.

**3. Goal of this branding effort:**

The RAC recognizes that the complex nature of this undertaking can be confusing to residents and stakeholders. One of the recommendations that the RAC included in its October 2013 report is “...to consider opportunities for a regional identity for the entire corridor. This should be considered as part of the effort to build strong public support for the future development and use of the corridor. The owners will also want to respect the work that Kirkland and Redmond have done to create brand identities for their portions of the corridor.”

To help ensure that there is a common understanding of the opportunity presented by the corridor, they have asked for the creation of brand elements including a name, logo, and tagline, as well as a message platform to provide a common language for how the ERC is explained.

The owners have previously agreed on the following vision statement:

Development of the corridor 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 nonmotorized 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.

This vision was intended to be bold and far-sighted and to help shape the development of this unique corridor, which has the ability to provide uses and connections that will promote jobs/housing linkages, 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.

**4. Products to be created as directed through the SOW:**

1. Overarching name for what is currently being called the Eastside Rail Corridor (ERC)
2. Visual identify (logo) to represent the ERC
3. Tagline
4. Messaging Platform

**5. The objective for each product:**

1. Overarching name for what is currently being called the Eastside Rail Corridor (ERC)

The name will work in unison with the tagline and the logo to represent the corridor. The name, through use and familiarity, must be recognizable and easily memorable and inspire a sense of limitless opportunity like the potential of the corridor itself. It will, over time, come to represent the fulfilment of the brand promise. In the same way that specific images, emotions, expectations, and experiences come to mind when one hears the name Nordstrom, the same must be true for this name.

2. Visual identify (logo) to represent the ERC

The logo is just one element of the brand, but as the graphic symbol of the corridor, it will provide individuals with instant brand recognition and reinforce the emotional aspirations of the brand. The logo will provide a visual anchor and become the most visible representation of the corridor.

3. Tagline

The tagline should help elicit the emotion and vision of the possibility that the corridor presents. The tagline needs to represent the brand promise and personality in the same spirit as Nike's "Just do it" or L'Oreal Paris's "Because you're worth it."

4. Messaging Platform

The message platform will create a consistent understanding about the corridor and be used to guide communications across all mediums. It will be a tool to guide all individuals who speak or write about the corridor and ensure that the

brand, vision, and hope of the corridor are represented accurately and consistently across authors and time.

**6. Schedule:**

See attached

**7. Reporting Structure:**

- The Client is King County
- King County contract #5732378 is with Cedar River Group
- PRR is a subcontractor to Cedar River Group

**8. Primary accountability:**

- For King County: Deborah Eddy
- For Cedar River Group: John Howell
- For PRR: Mike Rosen

**9. Review team:**

- Initial review: PST Branding Sub Group
  - King County rep: David St John
  - Redmond: Carolyn Hope
  - Kirkland: Kari Page
  - Sound Transit: Matt Bott
  - PSE: Katherine Taylor
- Final Review: Eastside Rail Corridor Regional Advisory Council Members
  - Dow Constantine King County Executive
  - Jane Hague King County Councilmember
  - Larry Phillips King County Councilmember
  - Kathy Lambert King County Councilmember
  - David Namura Puget Sound Energy Manager, Local Government Affairs & Public Policy
  - Joni Earl Sound Transit CEO
  - John Marchione Redmond Mayor
  - Amy Walen Kirkland Mayor

**10. Individuals with veto power:**

None

**11. Individual(s) with approval authority:**

- For the staff team, Deborah Eddy

- For the RAC, the members identified by the individual owners

**12. Review process and required review duration:**

Creative Brief

Project authorization to proceed	April 1
PRR Develop Draft 1	4 days
Client Review Draft 1 and provide direction	4 days
PRR Develop Draft 2	4 days
Client Transmit to RAC	4 days
RAC Review and discussion	April 22
PRR Provide final	April 30

Message Platform

Process begins on approval of Creative Brief	May 1
PRR Develop Draft 1	16 days
Client Review Draft 1 and provide direction	14 days
PRR Develop Draft 2	19 days
RAC Review and provide direction	July 22
PRR Provide final document	12 days

Name

Process begins on approval of Creative Brief	May 1
PRR Develop 7 initial concepts	16 days
Client Review & select preferred approach	14 days
PRR Make revisions as directed	19 days
RAC Review and provide direction	July 22
PRR Provide final name	12 days

Tagline

Process begins on approval of Creative Brief	May 1
PRR Develop 5 initial concepts	16 day
Client Review & select preferred approach	14 days
PRR make revisions as directed	19 days
RAC Review and provide direction	July 22
PRR Provide final tagline	12 days

Logo

Process begins on approval of name	May 1
PRR Develop 7 initial concepts	15 day
Client Review & select preferred approach	14 days
PRR make revisions as directed	15 days

RAC	Review and provide direction	October 28
PRR	Provide final logo	7 days

**13. Method in which comments will be provided:**

- The client (King County) will compile all comments and directives into a single set of instructions.
- All instructions will be provided in writing. Where appropriate, track changes will be used to call attention to desired changes.
- If verbal directives are provided, they will be followed with written confirming correspondence.
- Any conflicting directives that might arise as a result of having multiple client reviewers will be resolved prior to sending directives to PRR.

**14. Relationships with other organizations:**

This is an umbrella brand and must support, and in no way harm, the existing brands of Redmond Central Connector or the Cross Kirkland Corridor, nor impinge on existing brands being used by PSE, including Energize Eastside, or Sound Transit, including East Link or Ride the Wave, or King County's various brands, including but not limited to King County Park's Your Big Back Yard. The brand must also represent the integrity of the owners, current and future, and of the civic interests and stakeholders groups that will be supporting it and advocating for it.

**15. Graphic requirements resulting from existing partnership agreement? (Use of logos, names etc.):**

Partner names and logos are not required to be used in any of these elements. However, they are not prohibited from use should their name and equity be considered useful in the exploration of the message platform.

**16. Target Audiences:**

- Residents of the region, with emphasis on residents within the corridor
- Stakeholders within the corridor
- Federal and state agencies
- Potential funders
- Influencers including the media
- Owners

**For each of the audiences listed (or added) weight them so that the total value for all audiences is 100%:**

**RAC GUIDANCE:** *The staff members who replied to this question were inconsistent in their assessment. RAC members will be asked for some guidance on this item.*

55%	15%	30%	Residents of the region, with emphasis on residents within the corridor
15%	15%	30%	Stakeholders within the corridor
05%	05%	10%	Federal and state agencies
10%	15%	25%	Potential funders
05%	10%	00%	Influencers including the media
10%	40%	05%	Owners

**17. The one key message:**

Like never before, this corridor provides an opportunity for the residents of this region to execute, on both a micro and a macro scale, the ability to connect individuals, their communities, and the region through transportation, infrastructure, and recreation while also securing the ability to respond to currently unimaginable opportunities that might arise in the future.

Note: this is not final text. It is only intended to guide the writers in content and tone.

**18. The brand promise:**

The region is working together to ensure that this corridor represents the needs and aspirations of those who reside here now and for generations to come.

Note: this is not final text. It is only intended to guide the writers in content and tone.

**19. What people think now:**

- Many do not know about it.
- Current users on accessible portions are enthusiastic about their experience with it.
- Others feel it might meet a personal need or a community need.
- Some indicate a willingness to support uses that detract from their property and quality of life.

**20. Brand and messaging that already exists:**

There are at least three brands in existence directly related to one or more portions of the corridor: Eastside Rail Corridor, Redmond Central Connector, Cross Kirkland Corridor and East Link. Because of the extensive work that has already taken place and the high visibility of this project, many messages have been created and distributed already.

Websites that can provide insight into these brands and messages include:

<http://www.kingcounty.gov/operations/erc-advisory-council.aspx>  
<http://redmond.gov/cms/one.aspx?objectId=83186>  
[http://www.kirklandwa.gov/Residents/Community/Cross\\_Kirkland\\_Corridor.htm](http://www.kirklandwa.gov/Residents/Community/Cross_Kirkland_Corridor.htm)  
[http://en.wikipedia.org/wiki/Eastside\\_Rail\\_Corridor](http://en.wikipedia.org/wiki/Eastside_Rail_Corridor)  
<http://www.soundtransit.org/Projects-and-Plans/East-Link-Extension>  
<http://energizeeastside.com/>

- 21. Perceived and real challenges include:**
- The brand Eastside Rail Corridor is already established
  - There is not a single use for the corridor
  - There is not a common vision as to the uses (or priority uses) of the corridor, which include rail, trail, utilities, recreation, connection to other transit corridors (and others?)
  - Adjacent property owner concerns regarding each potential use
  - There is not consensus on the possible extensions of the corridor
  - The corridor is not a consistent width (some places are as narrow as 30 feet)
  - There are grade crossings
  - Parking to access the corridor
  - Safety and emergency access
  - Cosmetic impacts of use
  - Taking action now while preserving future options
- 22. Compelling benefits and features:**
- Having a corridor that is this long and available for multiple uses is unprecedented and offers a great opportunity for a multi-jurisdictional success story
  - The location of the corridor provides an opportunity to meet several existing and emerging needs (transportation, connectivity, alternatives to already congested corridors)
  - The corridor is not limited to a single use and offers a chance for creativity and innovation, now and in the future
  - The corridor includes some marvelous scenic vistas, historic structures, and spaces that can accommodate recreational opportunities
- 23. What we want from the audiences:**
- Understand what the corridor is
  - Embrace the opportunity the exits
  - Feel personal pride and a sense of ownership
  - Participate, if you can add value
  - Embrace a feeling of stewardship when forming an opinion

- Not limit their vision to a single use
- Consider the potential use and needs of future generations
- Collaborate

**24. The value proposition?**

- This precious public asset offers is an unprecedented opportunity
- The corridor is for the benefit of everyone in the region
- Can connect individuals and communities
- Can provide additional transportation capacity
- Can provide additional recreational activities
- Can provide additional infrastructure opportunities
- This project is environmentally sensitive

**25. Information that must be included in the message**

- From the RAC Creating Connections report, the owners indicated a strong commitment to multiple uses, multiple functions, emphasized the need to recognize the collaborative use of the entire corridor, although segments may have different uses or attributes.
- The community around and using the corridor will grow and change, and the corridor offers opportunity and flexibility to provide valuable services as this happens.
- This it is a community asset, it is a great example of public/private partnerships, and it can be multi-functional (ie, a utility corridor and a trail)

**26. What information would you like included?**

- A success story that crosses communities, governments and organizations, stitching together multiple sectors to promote and unify the eastside.
- References to both the natural and built environments that stitch together the communities, a sense of connection through both the urban and rural portions of the corridor.

**27. The brand personality**

- Aspirational
- Inclusive
- Transparent
- Authentic
- Special

**28. Voice or style that should be used**

Inspiring

**29. What would be the ideal comment someone would say after seeing this?**

Individual

*"This is amazing. I can't wait to show others."*

Media

*"The ERC exemplifies this region at its best."*

Funders

*"We rarely get the opportunity to make this type of investment and rarely, if ever, receive the type of return we have experienced."*

From businesses:

*"The corridor brings thousands of people past my storefront and is a huge benefit to my business."*

Partners and Stakeholders

*"Look what we did... together!"*

**30. Can you list adjectives to help describe the "feel" you want?**

From RAC Creating Connections themes: Contiguous, collaborative, flexible, multi-use  
Others include: Dynamic, flexible, surprising, neighborly, catalytic, partnership, community, multi-use, feeling connected, access, healthy, active

**31. Examples of things that represent what we hope for.**

Beyond the sense of connection, there is opportunity to include usage and access by all ages, interesting or surprising features that become iconic, giving unique identity to each segment while maintaining continuity of the whole

**32. Is there anything else that is important?**

That there be community input on the vision of the project, where appropriate  
*(This comment was provided but is not a part of the current scope)*

**33. How will the success be evaluated?**

- Owners use it proudly and consistently.
- It is intuitive to corridor users.
- It inspires new ideas and initiatives.
- It can successfully be used for multiple functions.
- It can be both aesthetically pleasing and functional.
- People are aware of the brand and, 20 years hence, it's identified as one of the top 20 things to do in east King County.

**ERC Regional Advisory Council 2015 Work Plan – An Investment in Connections**

	<b>FUNDING: A funding collaborative platform, including structure and membership recommendations</b>		<b>BRAND: An implementable brand for the corridor’s entire Puget Sound regional (rail banked) length</b>		<b>STATE/FED: A joint state and federal legislative strategy mutually beneficial to all owners for 2016</b>		<b>PLANNING AND PROJECTS: Ensure planning and development policies support ERC vision</b>
<b>1</b>	(CRG) Identify the collaboration models and legal frameworks that other mixed-use rail corridors have used for funding.	<b>1</b>	(CRG) Leadership and stakeholder engagement – Mike Rosen/PRR has initial scoping meeting, designs staff/RAC needs	<b>1</b>	(PST) Pursue opportunity to adequately fund Wilburton reconnection in current state transportation package	<b>1</b>	(PST) Continue to monitor and advocate for corridor projects in PSRC’S Transportation 2040 or plan updates
<b>2</b>	(CRG) Identify the range of projects that owners or adjacent jurisdictions might want to fund (sort by planning horizon and type, where possible)	<b>2</b>	(CRG + PST SUB) Creative Brief developed by two draft rounds with staff, RAC meeting engagement results in Final Creative Brief Final	<b>2</b>	(PST) Conduct tours with congressional representatives, state representatives and NGO and foundation reps, solicit their perspectives on corridor	<b>2</b>	(PST) Survey RAC jurisdictions for policies that may impact development; share best practices (“tool kit” for the “front door”) among all adjacent jurisdictions
<b>3</b>	(CRG <i>support only for brown bag</i> ) Match project types to be funded with the structures (joint grants, community campaigns, 503c3, others) used elsewhere	<b>3</b>	(CRG + PST SUB) Messaging Platform developed by two draft rounds with staff, RAC meeting engagement results in Final Messaging Platform	<b>3</b>	(PST + IGT) Explore various federal and state interests in the corridor, with fed reps and with fed agencies + both public and private programs	<b>3</b>	(PST + GMPC IJT) Develop draft language for CPPs to support multi-use urban corridors such as the ERC, refer to GMPC
<b>4</b>	(CRG) Discussion among RAC members <b>and potential funding sources and partners</b> , including foundations, conservancies, others, on options for going forward	<b>4</b>	(CRG + PST SUB) Name for the corridor developed with two draft rounds with staff, RAC meeting engagement results in Final Name	<b>4</b>	(PST + IGT <i>support only for brown bag</i> ) Discussion of range of state/federal opportunities for shared benefit, provide feedback to staff efforts	<b>4</b>	(PST + KC STAFF) Share development of King County Comprehensive Plan policies for multi-use urban corridors such as ERC
<b>5</b>	(CRG) Active discussion among RAC members concerning options for next steps in implementing funding collaboration	<b>5</b>	(CRG + PST SUB) Develop Tagline through two draft rounds with staff, RAC meeting engagement results in final Tagline	<b>5</b>	(PST + IGT) Prepare for RAC adoption and recommendation a shared state and federal legislative agenda for owners’ consideration	<b>5</b>	(PST) Create a multi-year timeline of milestones for major activities or projects impacting the corridor or its uses in the future
<b>6</b>	(CRG) Based on 2015 work, RAC adopts recommendations for funding collaborative for 2016 for owner consideration	<b>6</b>	(CRG + PST SUB) Logo process – Develop Logo through two draft rounds with staff, RAC meeting engagement results in final Logo	<b>6</b>	(PST + IGT) Coordinate grant opportunities at the state and federal levels for 2015-2016 with all RAC owners and associates	<b>6</b>	(PST) Monitor and comment on significant current planning activities or projects impacting the corridor or its uses (ST, PSE, etc.)

**Legend:** Initials in parentheses represent the primary staff support to this task item, originating materials and responsible for supporting the RAC in reaching the desired goal. **CRG** – Cedar River Group, support consultant to the RAC. **PST** – Principals’ staff team, includes representatives of associates. **PST SUB** – Small group charged with accomplishing the branding work prior to RAC meetings. **IGT** – Intergovernmental (state and federal liaison) staff for RAC owners and associates.

Month	RAC (Steering Group) Agenda	Staff Team Work (includes Associates and CRG work)	Outcomes of the RAC Meeting
Mar		<input type="checkbox"/> BRAND 1: Creative brief pre-meeting staff and Rosen <input type="checkbox"/> STATE/FED 1: Pursue project funding for Wilburton <input type="checkbox"/> PLANNING + PROJECTS 1: Check on Transpo 2040 status, coordinate grant opportunities	
Apr 22 Kirkland	<input type="checkbox"/> Action Item: Approve 2015 work plan <input type="checkbox"/> FUNDING 1: Research and identify models used in other corridors <input type="checkbox"/> BRAND 2: Creative Brief to RAC for input <input type="checkbox"/> STATE/FED 1: Wilburton update or other	<input type="checkbox"/> FUNDING 1: National research <input type="checkbox"/> BRAND 2 – Creative brief development Prep Round <input type="checkbox"/> PLANNING + PROJECTS 2: Begin compiling best practices tool kit <input type="checkbox"/> PLANNING + PROJECTS 5, 6: Begin timeline and monitoring work	<input type="checkbox"/> <b>WORK PLAN: Adoption of a 2015 work plan</b>
May		<input type="checkbox"/> FUNDING 2: Research possible local projects + financing types <input type="checkbox"/> BRAND 3, 4, 5: Message Platform, Name and Tagline work <input type="checkbox"/> STATE/FED 2: ERC Tour with members of Congress	
Jun 18 PSE	Principals only: brown bag discussion (invitation only) <input type="checkbox"/> FUNDING 3: Inventory of projects matched by type, internal discussion of principals' priorities for funding	<input type="checkbox"/> FUNDING 4, 5: Preparation for discussions among owners and with external stakeholders and potential funders <input type="checkbox"/> BRAND 3, 4, 5: Message Platform, Name and Tagline work <input type="checkbox"/> STATE/FED 3: Consider state, fed agencies and program interests <input type="checkbox"/> PLANNING + DEV 2: Double check Transpo 2040 against project list	
Jul 22 MBASKC	<input type="checkbox"/> STATE/FED 4: Report back to RAC on opportunities and challenges <input type="checkbox"/> BRAND 3, 4, 5: Messaging Platform, Name and Tagline to RAC for input <input type="checkbox"/> FUNDING 4, 5: Active discussion about next steps w/owners, partners	<input type="checkbox"/> BRAND 3, 4, 5: Message Platform, Name and Tagline work <input type="checkbox"/> STATE/FED 3: Research and outreach to other agencies, jurisdictions <input type="checkbox"/> PLANNING + PROJECTS 2: Distribute best practices tool kit	
Aug		<input type="checkbox"/> BRAND 6: Logo work <input type="checkbox"/>	
Sep TBD	Principals only: brown bag discussion <input type="checkbox"/> STATE/FED 4: Discussion of initial outreach, direction on next steps to accomplish a shared legislative agenda	<input type="checkbox"/> FUNDING: Prepare potential recommendations, discuss with principals, in preparation for October meeting <input type="checkbox"/> STATE/FED 4, 5: Follow up on discussion, develop options for RAC <input type="checkbox"/> PLANNING + PROJECTS 5, 6: Assess timeline and monitoring work	<input type="checkbox"/>
Oct 28 King St	<input type="checkbox"/> FUNDING 6: Consideration of potential recommendation of funding collaborative platform <input type="checkbox"/> BRAND 6: Final brand materials and Logo to RAC for input <input type="checkbox"/> STATE/FED 5: Adopt shared fed/state agenda <input type="checkbox"/> PLANNING + DEV: Report back to RAC on activities	<input type="checkbox"/> BRAND 6: Logo work <input type="checkbox"/> PLANNING + DEV 4: Share information on KC Comp Plan policies <input type="checkbox"/> STATE/FED 6: Assess coordination of grant opportunities	<input type="checkbox"/> <b>BRAND: Consensus agreement on elements of brand and logo</b> <input type="checkbox"/> <b>STATE/FED GOAL: Adoption of a recommended joint legislative strategy</b> <input type="checkbox"/> <b>PLANNING + PROJECTS: Tasks completed</b>
Nov			
Dec TBD	Principals only: brown bag discussion (invitation only) FUNDING: Report back on formal adoption of funding collaborative recommendation by policy bodies and any action on joint STATE/FED legislative strategy		<input type="checkbox"/> <b>FUNDING: Adoption of recommendations for a funding collaborative platform</b>

**Eastside Rail Corridor RAC – Draft Status of Plan Strategies 040115**

■ No or Little Progress

■ Some Progress

■ Good Progress

Task	Explanation of Recommendation	Status of Strategy	Progress to Date		
Develop a Shared Regional Policy Framework					
1A. Identify policies for Vision 2040 that support ERC development	Identify specific policies in VISION 2040 to demonstrate that successful development of a multiuse ERC implements important multi-county goals.	PSRC staff provided a summary of multi-county planning policies that support future development of ERC. An update of Vision 2040 will not occur for several years.			
1B. Identify policies for Transportation 2040 that support ERC development	Ensure that the RAC’s vision for the ERC is compatible with the policies and priorities in Transportation 2040.	Draft RAC comment letter submitted March 2014. ERC is included in Transportation 2040 on the list of “constrained” investments – those transportation investments that can be reasonably assumed will be made during the next 30 years.			
1C. Incorporate policies on the regional significance of the ERC in the Countywide Planning Policies	Focus initially on the eight existing projects in the Transportation 2040 project list that relate to the ERC. Determine whether the descriptions of these projects should change (particularly the King County projects) as a result of the RAC process.	There has been discussion with the PST about policy options. There has also been some discussion with GMPC. Thus far no specific policy language has been proposed.			
1D. Incorporate policies on the regional significance of the ERC in the King County Comprehensive Plan	Incorporate policies on the regional significance of the corridor and its multipurpose uses into the King County Comprehensive Plan.	King County DPNR is drafting policy language for review in 2015, with adoption of Comp Plan amendments in 2016.			
Develop a Federal Agenda					
2A. Engage federal officials and seek federal assistance to study optimum crossing and connections at I-405/I-90 Interchange	Engage the region’s federal officials in discussions about the opportunity to enhance pedestrian, bicycle and transit mobility by successfully integrating the ERC into this key regional connection point. Seek federal assistance to study this interchange for the purpose of identifying optimum crossings and connections.	Two corridor field trips that included federal delegation staff have been conducted. The field trip included discussion of this site. Congressman Adam Smith received a briefing on the corridor, including mention of this site. King County elected officials met with members of the WA Congressional delegation in D.C. Do date, no specific request for funding has been made.			
2B. Engage federal officials and seek federal assistance to study optimum crossings and connections at SR-520/I-405	Engage the region’s federal officials in discussions about the opportunity to enhance pedestrian, bicycle and transit mobility by successfully integrating the ERC into this key regional connection point. Seek federal assistance to study this interchange with the purpose of identifying optimum crossings and connections.	Same response as above for 2A.			
2C. Re-establish the corridor’s rail connection across I-405 at the former Wilburton Tunnel Crossing	Work with federal officials to secure support for reestablishing the rail connection across the highway.	Same response as above for 2A.			
2D. Pursue resources to help with the development of the corridor	Vigorously pursue state and federal resources to help with the development of the corridor, consistent with Recommendations Section 1A-1D.	There was no formal funding request in 2014. The County and Kirkland have had the ERC on their respective lobbying agendas. Redmond received federal transportation grants for Phase I and Phase II of their project.			
Develop a State Agenda					
3A. Develop a plan for the reconnection of pedestrian and bicycle access across I-405 at the former Wilburton Tunnel Crossing	Work with WSDOT to develop a plan for the construction and reconnection of pedestrian and bicycle access on the ERC as it crosses I-405, and a plan that could accommodate other transportation and utility uses.	An agreement is being negotiated with WSDOT. The state has confirmed their intent to meet the 2006 commitment to re-establish the pedestrian and bicycle connection. The goal is to reach agreement by 2 <sup>nd</sup> quarter of 2015.			
3B. Explore opportunities to address trail, high-capacity transit and utility improvements in the parallel I-405 and ERC rights-of-way	Work with state officials to explore opportunities to address trail, high-capacity transit and utility improvements in the parallel public rights-of-way in the I-405 corridor and the ERC.	WSDOT has an I-405 expansion plan, but there is no funding for the implementation of the plan. Discussions with WSDOT about these opportunities have not yet occurred. In 2014 Sound Transit completed its High Capacity Transit (HCT) Corridor Study Report for the Eastside Rail Corridor, which studied the potential to use light rail, commuter rail, or BRT in the corridor. Those alternatives, along with partial or full use of the corridor, along with partial or full use of I-405, are included in the EIS for the ST Long Range Plan update. Alternatives for how to use the combined rights of way (ERC and I-405) to accommodate the multi use vision for the corridor would require further study.			
3C. Seek support to construct	Work with state officials, and coordinate with Sound Transit, to seek	This has been discussed with WSDOT and ST at a meeting in 2014. There has been no recommendation			

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improvements to the SR-520/SR-202 interchange	support for construction of improvements to the SR-520/SR-202 interchange. The SR-520 Multi-Modal Corridor Planning Study shows the year of need for this project between 2022 and 2030. Work with the state to move the “year of need” to 2014.	to move the “year of need” for the project. There is the potential to address this intersection in the planning and design of ST3.			
Develop a Long-Term Regional Approach for Planning Together					
4A. Four owners review, discuss and comment on Sound Transit’s ERC high-capacity transit corridor study, the development of the Long-Range Plan, and the High-Capacity Transit System Plan	Redmond, Kirkland, PSE and King County work with Sound Transit to review, discuss and comment on the ERC study, the development of the Long-Range Plan, and the Regional High-Capacity System Plan. The owners have expressed interest in ensuring that the corridor study and the Long-Range Plan update encompass the entirety of the public right-of-way in the corridor, including the ERC and the I-405 corridor.	Several RAC members sent a joint comment letter to ST regarding the Long Range Plan in July 2014. There was no separate comment letter on the corridor study.			
4B. Coordinate owner and adjacent jurisdiction planning and actions to foster implementation of the multiuse vision, and enhance or create mobility connections	<p>Where owners have created coordination agreements between one another, work on planning and development activities will be done consistent with the agreements already in place. However, where partnership/coordination agreements do not exist, there is an open question about how the owners will resolve any outstanding conflicts when interests diverge. In the next phase of the collaborative planning process the owners should determine if additional partnership agreements are needed, how the owners will work with adjacent jurisdictions, and with or without new agreements, how integrated planning across multiple jurisdictions will be achieved.</p> <p>The ERC has a unique potential to enhance mobility and transportation in the region by providing a non-motorized spine connecting regional trails and parks, bus and rail networks, schools, and residential and commercial centers. Owners should acknowledge the importance of developing an ERC trail, consistent with the corridor’s long-term multiuse goals. Planning and design for such a trail will be done in full consultation with other owners, adjacent cities and communities, and the public.</p>	<p>RAC members staffs have been coordinating on the work to develop master plans for the Cross Kirkland Corridor and the King County trail master plan, and on the design of Sound Transit’s East Link light rail that will be constructed on the corridor. The County, Kirkland and Sound Transit have made presentations to the RAC about their respective projects. The Kirkland master plan, which was completed and approved in 2014, was developed consistent with the corridor’s long-term multiuse goals. (Sound Transit reviewed and approved the multiuse specifications included in the plan.) King County has been working with adjacent jurisdictions along the county-owned portion of the corridor to complete a connection study as part of the work on the trail master plan.</p> <p>The County and Kirkland have been working together to create a connection between the South Kirkland Park and Ride and the ERC. The County and Sound Transit have been working with the City of Bellevue to reach agreement on the extension of NE 4<sup>th</sup> across the corridor, making sure that the project could accommodate future freight, rail, trail and utility uses. The County and Bellevue have also been working on the future plans for a pedestrian bridge at Northrup Way near SR 520.</p> <p>Redmond designed Phase II of the Redmond Central Connector to accommodate multiple uses, including light rail, and collaborated with King County and Sound Transit on engineering plan review. The Sound Transit Link Light Rail improvements have been designed to accommodate the corridor’s multiuse goals. Redmond’s corridor improvements have been designed to accommodate a future light rail station.</p> <p>PSE invited RAC staff representatives to be part to the Energize Eastside stakeholders group. County staff withdrew as a formal member of that group, but have been interacting with PSE staff regarding the project. PSE has done considerable outreach to communities adjacent to the corridor. No work has been completed regarding consideration of new partnership agreements or a conflict resolution strategy.</p>			
4C. Discuss Sound Transit’s Operation and Maintenance Satellite Facility (OMSF), determine if owners want to provide comments, and work together to ensure public access and multiple uses consistent with the owner’s ERC vision	The owners discuss the alternatives and determine if they want to provide any comments on the Sound Transit OMSF EIS. In the event one of the three alternatives (Lynnwood or the two adjacent to the ERC) is selected as the preferred alternative, the RAC will work with Sound Transit to develop plans that ensure public access and multiple uses, is consistent with the owner’s vision for the ERC.	County staff participated in the ST/City of Bellevue stakeholder group to explore alternatives for TOD and amenities at the OMSF preferred site, and to provide comments to the ST Board. The stakeholder group prepared a comment letter which emphasized the importance of making a strong connection between the ERC and the TOD development in and around the OMSF facility, and in designing a facility that provides a welcoming “front door” to the corridor.			
4D. Conduct all planning for the corridor consistent with the federal Rails to Trails Act requirements	All planning for the corridor should be consistent with the requirements of the federal Rails-to-Trails Act.	Work is being done consistent with federal act.			
Develop the Corridor’s Regional Legacy					
5A. Mobility and Transportation	Continue to work with Kirkland, Redmond and King County, who have	Redmond, Kirkland and King County staffs are working together to create a trail connection between			

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Connections. Connect the Redmond Spur and the Main Line ERC. Complete the connection between the ERC and the Lake to Sound Trail, and the Lake Washington Loop Trail	<p>begun discussions about how to connect the Redmond Spur with the ERC Main Line to create a more direct connection between downtown Redmond and Kirkland. Owners should support actions needed to make that linkage.</p> <p>Work with the City of Renton to develop and finalize connections at the south end of the corridor with the Lake to Sound Trail and the Lake Washington Loop Trail.</p> <p>Work with Woodinville and Snohomish County to develop connections north to Snohomish County.</p> <p>Work together, and with adjacent jurisdictions, to address the need for trail head parking to accommodate users of the future trail on the corridor.</p>	<p>the spur and the ERC main line. Other trail connections are being studied as part of the King County trail master plan. The connection studies should be completed in the second quarter of 2015. Snohomish County has a pending purchase and sale agreement before the Surface Transportation Board for the portion of the corridor in that county. Woodinville’s Council has recently approved their purchase of the corridor in that jurisdiction.</p> <p>King County has submitted a \$5 million request to PSRC for a TIGER grant that would fund trail development work between NE 4<sup>th</sup> in Bellevue and the South Kirkland Park and Ride. Grant awards are expected to be announced by the second quarter 2015.</p> <p>No planning has been done to identify trail head parking. Redmond does have a parking lot adjacent to the Central Connector that was developed as part of Phase I.</p>			
5B. Economic Opportunities. Support economic growth in numerous ways, including addressing the potential timing and location of possible excursion service. Create zoning and development regulations to integrate ERC into communities. Provide opportunities in this multiuse corridor for energy and utility infrastructure to support future growth and development.	<p>Address the potential timing and location of possible excursion service in the corridor.</p> <p>Work together to create zoning and development regulations that encourage private development to utilize this corridor as an amenity for area residents, customers and employees. (See also Recommendation 6A on Developing Consistent Policies.)</p>	<p>PSE has considered the corridor as one of the options for new transmission lines as part of the Energize Eastside project. PSE has received a recommendation from a community advisory group to locate their new transmission line outside of the ERC. PSE is still considering the options and will identify a preferred option. An idea has surfaced to consider putting a fiber optic cable in the corridor. The principal staff team is discussing this idea. Kirkland has adopted new light industrial zoning for properties adjacent to the corridor which encourage connectivity to the corridor and allows for more retail use to front the corridor. No work has been done to develop common zoning and development regulations or to do any planning for excursion service in the corridor.</p> <p>Redmond programmed the Central Connector with arts and special events to attract more people downtown and support local businesses. A night market attracted 5,000 people.</p>			
5C. Cultural Opportunities. Adopt design principles that articulate the importance of including art and cultural displays in the ERC’s development. Work with local residents to identify art, cultural and design features.	<p>As King County and Kirkland develop master plans for their portions of the corridor, and Sound Transit develops art plans for the design of the East Link Hospital Station, design principles should be adopted that articulate the importance of including art and cultural displays in the corridor’s development. Redmond can provide insight and assistance in identifying how to successfully incorporate art and culture into the design of the corridor. In addition, owners should work with local residents to help identify art, signage and design features that will reflect community identities. Local representatives can also help plan ways in which the corridor can support local cultural activities and celebrations.</p>	<p>No work has been conducted on design principles.</p> <p><span style="background-color: yellow;">(Check with ST re art plans for Hospital station.)</span></p> <p>Kirkland hopes to develop an art integration plan as a new chapter for their corridor master plan. They are seeking funding for that work. Redmond has incorporated an art plan into the Maser Plan, integrated art into the landscape design of the Redmond Central Connector, and commissioned three artworks to date, two of which were completed in 2014.</p> <p><span style="background-color: yellow;">Check with Erica re when County will get to this work as part of trail master plan.</span></p>			
5D. Natural Areas. Protect important natural areas within and in close proximity to the corridor. Plan improvements to integrate interactions between ERC users and the natural environment.	<p>Protect important natural areas within and in close proximity to the corridor. In planning the overall user experience for the ERC, owners should integrate interactions between corridor users and the natural environment, especially in areas with unique and compelling natural features. Design of the places along the corridor where users will visit these features should provide appropriate protection of these natural areas while providing visitors with a satisfying and enjoyable experience.</p>	<p>King County is identifying natural areas adjacent to the ERC in the inventory being prepared for the trail master plan. Kirkland completed an inventory of sensitive areas and wetlands as part of their master plan and in the development of their interim trail. Their master plan also includes buffering, protecting or enhancing natural areas adjacent to the corridor, including a connection between the ERC and Totem Lake. Redmond conducted critical area reviews of Phase I and Phase II and is conducting mitigation work on a fish passage culvert project in Phase II to enhance habitat.</p>			
5E. Scenic Vistas. Identify points along the corridor where scenic vistas can be maximized.	<p>The owners developing corridor plans should identify the various points along the corridor where scenic vistas can be maximized. The owners will need to work together to plan future developments in a manner that is sensitive to outlook points and vistas. For example, location and design of utilities, fencing, landscaping and trail location could have an impact on iconic scenic vistas.</p>	<p>Scenic vistas are being considered as part of the King County trail master plan. Several scenic vistas were identified in the Kirkland master plan, along with amenities at those locations.</p> <p>Redmond is providing a viewpoint on the Sammamish River Trestle in Phase II, where travelers can pull off the trail and view the river. There will also be a designated view corridor in Phase II of the Sammamish Valley.</p>			
5F. Historic Legacy. Identify historic	<p>Identify historic locations along the corridor as part of the work to develop</p>	<p>Historic legacy locations are being considered as part of the King County trail master plan. The Kirkland</p>			

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Task	Explanation of Recommendation	Status of Strategy	Progress to Date		
locations and incorporate into the design and development of the corridor.	master plans. The identification of these sites could be incorporated in the design and development of the ERC. This work should include reaching out to tribal communities and local historic societies to help Identify historic locations. The owners should also consider working with HistoryLink, an online historic encyclopedia, to create a narrative history of the ERC.	master plan identified several historic locations (the old depot site and an historic bridge). Redmond is addressing historical elements of the railroad and the city through art and the preservation of the wooden trestle over the Sammamish River.			
5G. Public Health. Create seamless trail and transit connections; address crossings at major highway interchanges; consider appropriate locations for development of near-term trail development.	Work together to create seamless trail connections between the regional and local trail system, and work with federal and state partners to create plans for ERC trail crossings at major regional highway intersections and through neighborhoods. Regarding high-capacity transit use and enhancement of transit connections in the corridor, see Recommendation 4A.	The King County trail master plan work includes a connection study that will explore how to create seamless trail connections. The work underway to re-establish a pedestrian/bicycle connection across I-405 will address a major crossing issue. The Kirkland master plan prioritizes connections to other trails and providing access points to the ERC. Redmond identified a series of neighborhood connections from the Central Connector that have been prioritized for funding opportunities.			
5H. Public Safety. Develop strategies for safe crossings at major highway intersections; create principles and common standards for how arterial and local road crossings will be addressed.	Work with federal and state partners to create strategies for safe, efficient crossings at the busy intersections with major highway interchanges (e.g., I-405 and SR-520, I-90 and I-405, SR-520 and SR-202). Create common principles and standards for how arterial and local road crossings will be addressed, and when grade separation should be used. Some of these road crossings are small, such as those that connect several dozen homes to Lake Washington Boulevard in Renton, while other crossings are quite large and busy, such as NE 8th Street in Bellevue. Work with individual cities to develop capital and funding plans for planned local road crossings (such as the NE 6th St. crossing in Bellevue). Work with one another and with adjacent jurisdictions to address road and utility crossings when high-capacity transit service is provided on the corridor. Consider general trail safety standards, including access points, lighting, vegetation management, width of trail, adjacent surfaces, and congestion management, etc.	King County staff have had discussions with City of Bellevue about the trail crossing at NE 8 <sup>th</sup> . Discussions are in the preliminary stage; there is no proposal. King County and the Bellevue have reached agreement on the approach for the corridor crossing at NE 4 <sup>th</sup> , where the city extended the arterial. As Kirkland has developed its interim trail several road crossings have been improved, with flashing beacons and “islands” installed at some arterial locations. Kirkland has also adopted trail use rules. No common principles or standards have been created. Redmond redesigned three intersections for Phase I for public safety including adding a flashing beacon, converting a two-way stop to a four-way stop, and replacing a one-way stop to a fully signalized intersection. The trails design also contributes to trail traffic calming and safety.			
5I. Equity. Use strategic public investments to enhance corridor use for all King County residents, including completion of the connection to the Lake to Sound Trail.	Strategic public investments in the ERC must enhance use for all King County residents, furthering equity and social justice. King County and the City of Renton continue their work to develop a connection between the ERC and the Lake to Sound Trail, which would link the communities of Renton, Tukwila, Burien, Normandy Park and Des Moines to the corridor.	The King County connection study is underway.			
5J. Sustainability. Continue the collaborative RAC planning process – continuing to work together toward a common vision	Continue the collaborative planning process begun in this RAC process. The best way to ensure sustainable development of the corridor over time is to continue to work together toward a common vision. Full development of multiple uses in the corridor will take decades. Development will occur in stages. Different uses and different geographic segments will be developed at different times. It is essential that as owners make interim or phased investments that they do so in a manner that does not foreclose options to achieve the multiuse vision.	Initial work on creation of a funders collaborative and a brand identity are underway. Both are expected to be complete by the end of 2015. Various projects along the corridor (Kirkland’s interim development of a trail, the proposed interim development at the Google site, the design of the OMSF, and the <b>re-establishment of the Wilburton pedestrian connection</b> ) are being designed to insure they do not foreclose options for the multiuse vision.			
Begin Identification of Shared Corridor Guidelines					
6A. Work together, and with adjacent	The owners work together to determine where they would like to create	There was some initial discussion among the principal staff team in early 2014 about developing			

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jurisdictions, to adopt consistent policies, regulations and incentives to facilitate development of the corridor that is well integrated into communities.	the type of requirements and incentives that encourage private development to utilize the corridor as an attractive amenity for all users, including residents, customers and employees (similar to what Redmond has adopted). This will require collaboration with adjacent jurisdictions who adopt local zoning regulations and building codes. The owners can also share best practices information with one another (from Redmond and other locations) about the different type of zoning, regulatory and incentive based practices that have worked at other locations.	consistent policies, regulations and incentives, but there was no agreement. No progress has been made on this strategy.			
6B. Work together to strengthen the connections between the ERC and transit services (e.g. the South Kirkland park and ride)	Work together to support projects that strengthen the connection between the ERC and transit services, such as the proposed improvements to the South Kirkland Park and Ride, the East Link crossing of SR-520 at Redmond Way, downtown Bellevue, the East Link light rail station at Overlake Hospital, and connections to park and ride lots at Eastgate, South Bellevue, and other locations. The recently approved King County Parks Levy includes funds to connect trails to park and ride lots. As the corridor is developed, the owners should work with the area’s transit providers to identify possible connection points.	Progress has been made to plan, design and build connections to existing and future transit services at several points along the corridor: South Kirkland Park and Ride, Link Light Rail Hospital station in Bellevue, and the Redmond Central Connector (for both future light rail and existing bus service). The King County trails master plan will examine the potential connections between the corridor and transit service. Kirkland will be prioritizing ERC access points and trail heads that connect to transit service.			
6C. Establish a framework for effective channels of communication among the owners respective maintenance and management staffs	Staff will be encouraged to explore opportunities for collaboration, such as shared use of specialized equipment, sharing of information on environmental issues, planned maintenance activities, strategies to address noxious weeds, and opportunities for sponsorship and volunteer programs within the corridor. The owners should explore approaches for streamlining permit processes related to recurrent maintenance activities.	The staffs representing the owners have established channels of communication regarding planning for capital projects. For example, Redmond, Kirkland and King County staff met recently to share information on ROW permitting along the corridor. The Principle Staff Team has been meeting regularly. There has been no progress on establishing a framework for communications regarding corridor maintenance/management issues.			
Provide Initial Guidance on Constraints and Opportunities					
7A. Plan for construction in the Bellevue area. Plan for use of the corridor during construction of East Link Light Rail and the NE 4th street crossing	Owners work with Sound Transit and the City of Bellevue to develop a plan for the use of the corridor during construction of the NE 4th Street crossing and the East Link light rail and Hospital Station. The plan should include potential detours for corridor users during the construction period, as well as longer-term plans for how multiple uses will be accommodated in the areas of these projects.	King County, Bellevue and ST staffs have been working together to initiate the process outlined in the ST corridor easement to accommodate plans for the location of the trail, light rail and meet Rails to Trails Act requirements on the ERC. The focus of the discussions has been about planning and design. Discussions about construction activities have not occurred yet. King County and Bellevue reached agreement on the plans for the extension of NE 4 <sup>th</sup> across the corridor. <b>The agreement states that the county will evaluate options for the corridor crossing NE 4<sup>th</sup>, and if the agreed upon crossing is not at grade the City will pay for that crossing.</b> The county has applied for a TIGER grant to begin development of the corridor trail between NE4th and the South Kirkland Park and Ride.			
7B. Pinch points and topographic constraints. Support development of uniform setbacks along the ERC. Develop a baseline of natural and built features that constrain development.	The owners maximize available space in the corridor by supporting development approaches that conserve and facilitate shared use of space. The owners should support revisions to local codes to support development of uniform setbacks along the ERC. King County, in its trail master planning process, develop a baseline inventory of natural and built features necessary to thoroughly analyze space constraints in the corridor. This inventory should incorporate input developed by Sound Transit as part of its HCT Corridor Analysis and also should include identification of public or undeveloped land adjacent to the corridor in areas where potential connections, access points and additional acquisition may be desirable.	The King County trail master plan is developing an inventory of natural and built features that create pinch points and constraints along the county-owned portion of the corridor. The Kirkland master plan includes specifications for the space needed in the corridor to accommodate multiple uses, and it identifies potential pinch points. Redmond has previously committed to acquiring property adjacent to the Central Connector to ensure sufficient space for Sound Transit facilities in downtown where pinch points might preclude the preferred design in the future.			
Enlist Community Support					
8A. Develop a strategy to brand the	Owners develop a strategy for branding the entire corridor. The brand	RAC members discussed this strategy at a brown bag meeting in 2014. A consultant has been hired to			

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corridor that honors the work Redmond, Kirkland and Sound Transit have already done	identity should be done in a way that is sensitive to and honors the work already completed by Redmond, Kirkland, and Sound Transit (as mentioned in the RAC’s Principles (see above), and recognizes the larger, grand vision of an eventual statewide and west coast rail and trail network. The goal of the brand should be to create an identity for the corridor that is easily recognizable, and establishes the ERC as a regionally significant corridor that will connect communities and enhance mobility.	develop a brand identity for the corridor by the end of the year.			
8B. Establish a funders collaborative to support phase development of the ERC	Work together to establish a funders collaborative composed of local and regional business, civic, community and philanthropic leaders to support the phased development and the long-term vision for the ERC. Creation of such a collaborative can build on two significant assets: (1) capitalize on the once-in-a-generation nature of this opportunity to capture the imagination of the local and regional leaders; and (2) take advantage of the solid base of public funding support that has already been achieved (i.e., successful voter approved funding initiatives adopted in Kirkland, King County and in the Sound Transit region, and the public funding made available by Redmond to acquire, plan and develop the corridor). The owners stay united around a common vision and agree on a collaborative approach to development of the corridor, in order to attract and maintain a funders group. The corridor will have more appeal to funders as a new regional mobility and economic strategy, than as a collection of contiguous local trails.	RAC members discussed this strategy at a brown bag meeting in 2014. A consultant has been hired to develop a plan for creating a funders collaborative for the corridor by the end of the year.			
8C. Continue to work closely with state, regional and local non-owner jurisdictions in the next phase of the collaborative planning	ERC owners continue to work closely with state, regional and local non-owner jurisdictions as the next phase of collaborative planning develops. King County will engage these jurisdictions in the corridor master planning work they will begin in 2014.	Invitation letters were sent to five entities: Renton, Woodinville, Newcastle, Bellevue and Snohomish County. A letter has been drafted but not yet sent to the Governor’s office and WSDOT. Responses have been received from Bellevue and Renton.			
8D. Reach out to state and federal officials to inform them about the first phase of the RAC’s work and the unified vision	Reach out to state and federal officials to share the unified vision for the ERC, and begin to describe some of the opportunities and challenges in developing the corridor. As mentioned in Recommendations 2A and 2B, the owners will work with federal officials to secure funding support for planning to address the constraints at two of the largest and busiest highway interchanges in the region: I-90/I-405, and SR-520/I-405. The owners should begin by briefing the members of the Congressional delegation, the Governor and state legislators, and federal and state transportation officials. To the extent the vision for connecting the ERC to corridors beyond Washington state boundaries captures the imagination of state officials, the owners may work with state or regional officials in other western states.	See status updates for Strategies 2 and 3.			
8E. Engage the general public and a diverse range of interest groups in planning for the corridor.	Continue to reach out to the general public and the variety of groups who have expressed interest in the ERC. By engaging the public and a broad range of interest groups, the future plans for the corridor will reflect the region’s values, helping to ensure the necessary public support for its phased development. The owners conducting corridor planning should create inclusive public processes. Additionally, the owners’ next collaborative planning process should include opportunities for the public and interest groups to engage with the owners.	The work on the King County trail master plan will soon include considerable public outreach activities. That work is scheduled to be complete in 2015. (Check with Erica.) Kirkland has engaged the public in the planning for its portion of the corridor in a variety of ways, including multiple public meetings and workshops, public brown bag lunch sessions, mailings to adjacent property owners, creation of a Cross Kirkland Corridor web site and list serve and online comment opportunities. Redmond conducted an extensive public engagement process for the master plan and Phase I design several years ago. There has been recent communication with neighbors about the upcoming construction of Phase II. PSE will provide brief summary of engagement work on Energize Eastside.			

# Public Comments

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EASTSIDE RAIL CORRIDOR REGIONAL ADVISORY COUNCIL

April 2015 Update

## D.E. Hunt

### INTERESTS

Telecommunications

### CONTACT

Dehunt1@live.com

### COMMENT

I would like to see fiber and telecommunications cable infrastructure built along the corridor to enable a smart technology corridor (STC). This would include a joint effort with other ERC owners to construct continuous fiber optic and telecommunications cable along the entire ERC creating a smart technology corridor of regionally connected high-speed broadband and telecommunications systems serving commercial, municipal, education, residential, and transportation users

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## Chris Tchou

### INTERESTS

Bicycling, Hiking

### CONTACT

tchouster@gmail.com

### COMMENT

This trail will make my commute between downtown kirkland and downtown bellevue much easier! I can't wait for the rest of the trail to be completed!

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## Robin Krause

### INTERESTS

Rail use, Connections

### CONTACT

robin\_krause@yahoo.com

### COMMENT

If we do not act and make use of this corridor, we are dooming ourselves to a downward spiral of traffic congestion that is already crippling to our economy and personal freedom. If we do not act, we could lose the most inexpensive and effective means we have to reduce traffic and emissions from Renton to Snohomish. It is insane not to act in a timely manner.

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## Rick Butzberger

### INTERESTS

Bicycling, Hiking, Regional trail and transit connections

### CONTACT

Ordure09@gmail.com

### COMMENT

Now that Kirkland's section of the corridor has a very nice gravel trail, it is being used extensively by walkers, joggers and bicyclists. It is being used as a commuting route, as well as a place to take a walk during the lunch hour. Are the other sections - King County, Sound Transit, Woodinville - ever going to follow suit? We would love to be able to extend our cycling and walking beyond Kirkland's borders..

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## Randolph B. Haagens

### INTERESTS

Bicycling, Transit, Regional trail and transit connections

### CONTACT

randy\_haagens@alum.mit.edu

### COMMENT

Would it be possible to safely combine light rail and a bicycle freeway on the trail corridor? These would be the best uses of the corridor as Eastside density continues to increase. If it's not possible to combine these uses, then I think light rail should take precedence (even if I am an avid cyclist).

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## Brian Brooks

### INTERESTS

Transit, Rail Use

### CONTACT

bkbrookshome@gmail.com

### COMMENT

The ERC is a once in a lifetime blessing to help solve the growth and growing transportation issues on the Eastside. I'm concerned that once the rail becomes a recreational trail (i.e. what is happening on the Kirkland section) that public sentiment will NEVER allow transit, rail, or any type of use other than recreational back onto the trail in the future. You know that is how it works (could you imagine the public outcry if the Burke-Gilman trail was being converted back to the rail line it once was?). I would like to see the line left alone until all uses have been determined. Once you lose this unbelievable gift that could easily help solve the future transit needs of the Eastside it will be gone forever.

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## Mark Shoaf

### INTERESTS

Bicycling, Hiking, Regional trail and transit connections

### CONTACT

mshoaf@gmail.com

### COMMENT

I'm in favor of an interim solution to get a trail from 116th Ave NE to 108th Ave NE. I prefer to bicycle commute, which for me is travelling between the South Kirkland Park and Ride and NE 148th Street near the 520 trail. That means that I get to deal with the missing link along Northup Way if I choose to go the most direct route. I often go indirect routes that feel safer. I'm not sure what happened to the Northup Way Improvement project, but for me an interim trail between 116th Ave NE to 108th Ave NE is even better. I would pull funding from Northup Way if it meant that the section of trail could be complete. 1) Less grade to deal with, and 2) won't have to be on a shabby non-separated bike lane with all the driveways and uncomfortable car-to-bike speed differential going up-hill, along with fast downhill recessed sewer grates in the bike lane (for shame!). Along the ERC, no other section is most in-need than this section. Bellevue will shore up safety on 116th Ave NE with new stripes, and south of Bellevue the route toward Renton is mostly acceptable already (LW Loop Trail). The 116th-108th is also an urgent need because of the 520 bridge timing which will be here before we know it. That would be embarrassing! Finally, it's low hanging fruit. There are no crazy bridges required or anything of that sort. For the southern connection, it seems reasonable to connect to 115th Ave NE near the Bellevue Service Center in the interim [GPS coordinates 47.636407,-122.188136]. Bonus points will be awarded for improving an existing path that would avoid Northup altogether for non-motorized people travelling East to the 520 trail. See GPS coordinates [47.634218, -122.182689] (the path is a hidden secret through office parking lots and walking paths today). This is helpful because there are no sidewalks on the North side of Northup here, and you also avoid grade and precarious situations with traffic, and it's more direct. However, it's most important to get the 116th Ave NE to 108th Ave NE section complete. Let's not let the great get in the way of the good. We need something!

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