

EASTSIDE RAIL CORRIDOR REGIONAL ADVISORY COUNCIL

MEETING SUMMARY

April 5, 2019 – 12:00 PM

King Street Center, 8th Floor Conference Center

Advisory Council Members Present: Claudia Balducci, King County Councilmember (Chair); Jay Arnold, Deputy Mayor, City of Kirkland (Vice-Chair); Angela Birney, Council President, City of Redmond; Russ Bosanko, Parks Operations & Community Partnerships, Snohomish County; Susan Boundy-Sanders, City of Woodinville Councilmember, David Hoffman, Local Government Affairs and Public Policy Manager, Puget Sound Energy; Kathy Lambert, King County Councilmember; Luke Lamon, Government and Community Relations Officer - Eastside, Sound Transit; Richard Smith, Executive Director, Cascade Bicycle Club for the Eastside Greenway Alliance; John Stokes, City of Bellevue Councilmember; and Christie True, Director of King County Natural Resources and Parks

Welcome and Introductions

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

Approval of Meeting Summary

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

Presentation and Review of Brand Package Elements

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

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

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

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

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

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

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

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

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

Decision: The tagline "Let's connect" was adopted by unanimous consensus.

Funding Commission Report

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

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

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

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

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

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

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

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

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

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

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

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

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

ERC Projects in the King County Parks Levy

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

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

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

Member Progress and Success Updates

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

In the interest of time, members deferred their comments.

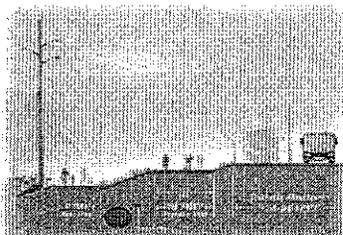
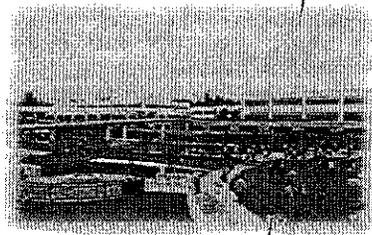
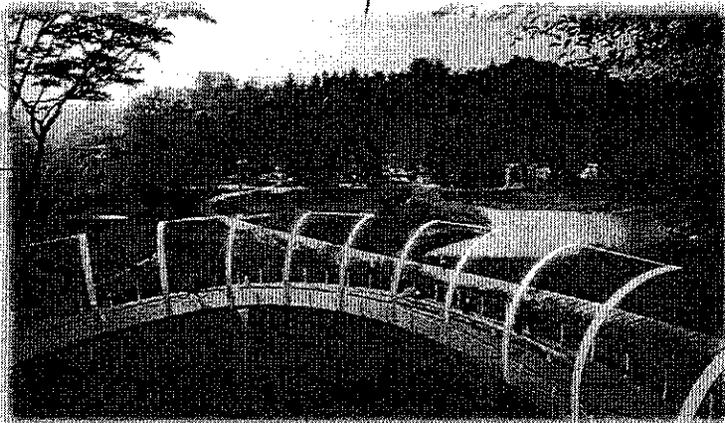
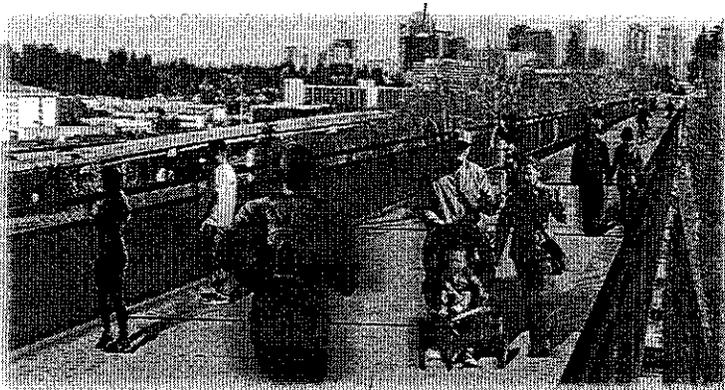
Public comment

There was no one present wishing to provide public comment.

Next steps and adjournment

The meeting adjourned at 1:45 p.m.

DRAFT



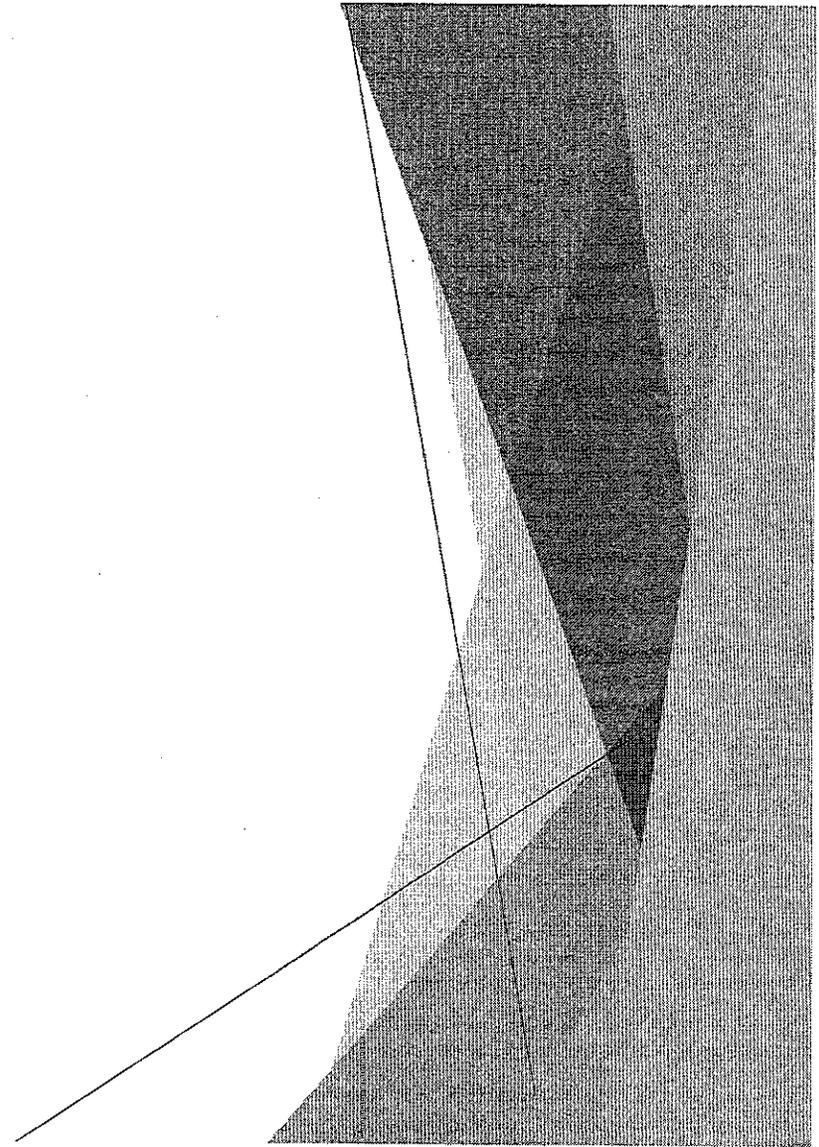
Fiber and the Eastrail Feasibility Report

Enhancing communications
infrastructure via the Eastrail

RAC Presentation
July 12, 2019

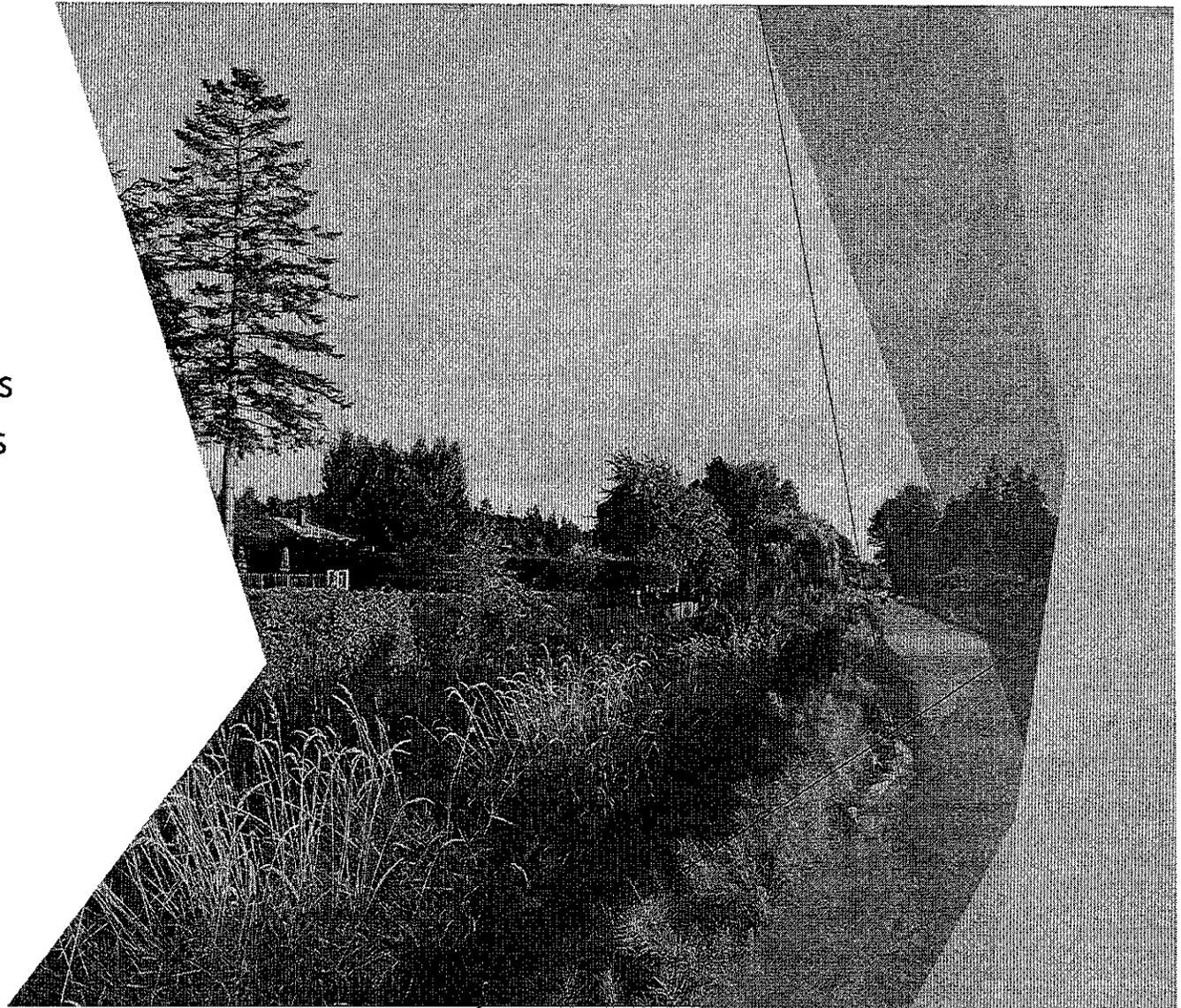
Purpose of Today's Briefing

- ▶ Provide a briefing on the stakeholder team's fiber feasibility study findings
- ▶ Present recommendations and receive guidance on the next steps



Main Topics

- ▶ Background and fiber use cases
- ▶ Feasibility project scope
- ▶ Feasibility study highlights
- ▶ Conceptual design options
 - ▶ Design considerations
 - ▶ Cost considerations
- ▶ Business models & ROI
- ▶ Looking ahead
 - ▶ Next steps / recommendations
- ▶ Q & A



Background

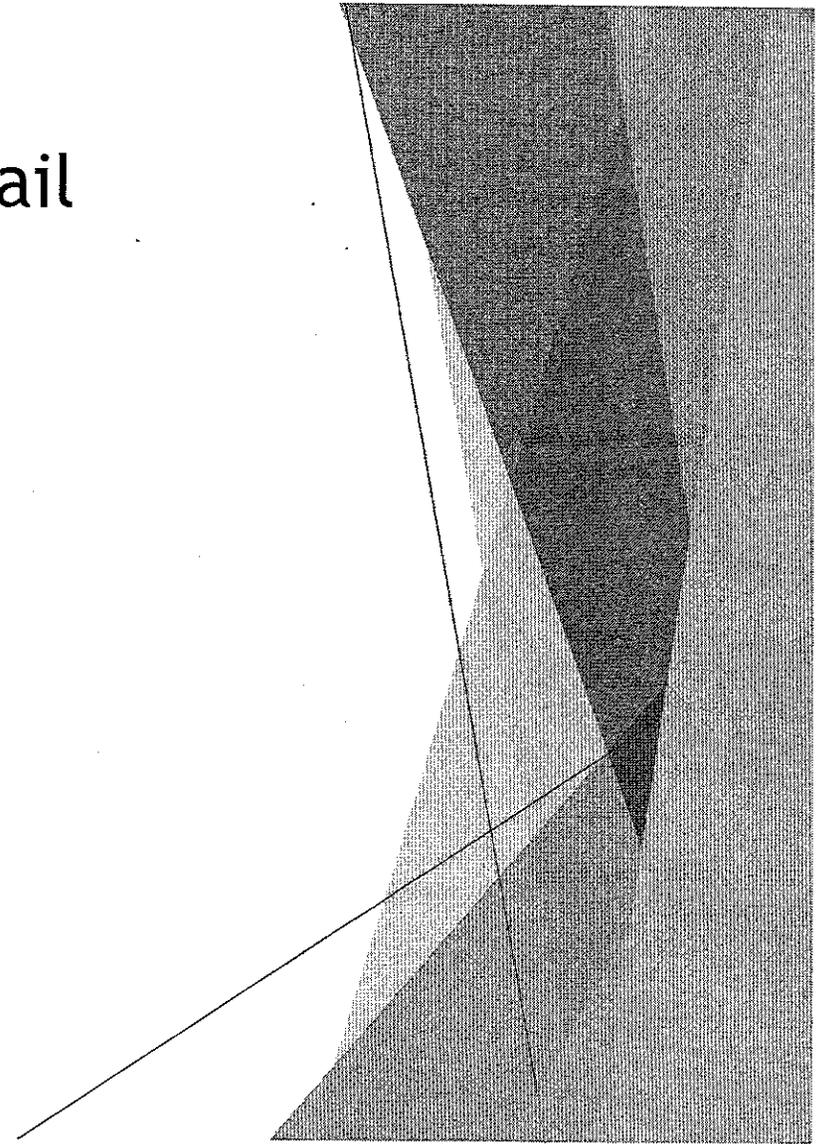
Our Team's April 2018 RAC presentation

- ▶ Discussed the value of fiber in the Eastrail, and
- ▶ Introduced the feasibility study work effort
- ▶ Our RFP process began



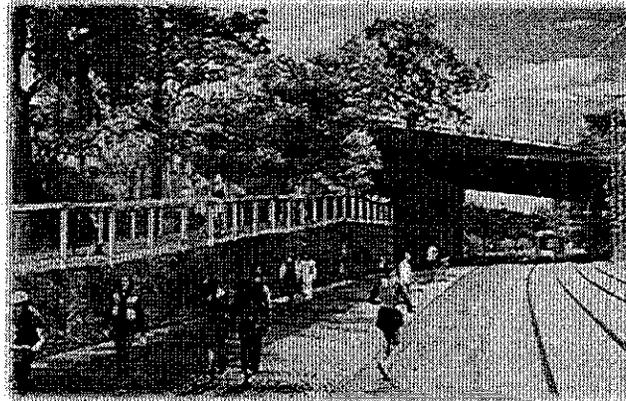
Use Cases for Fiber in the Eastrail

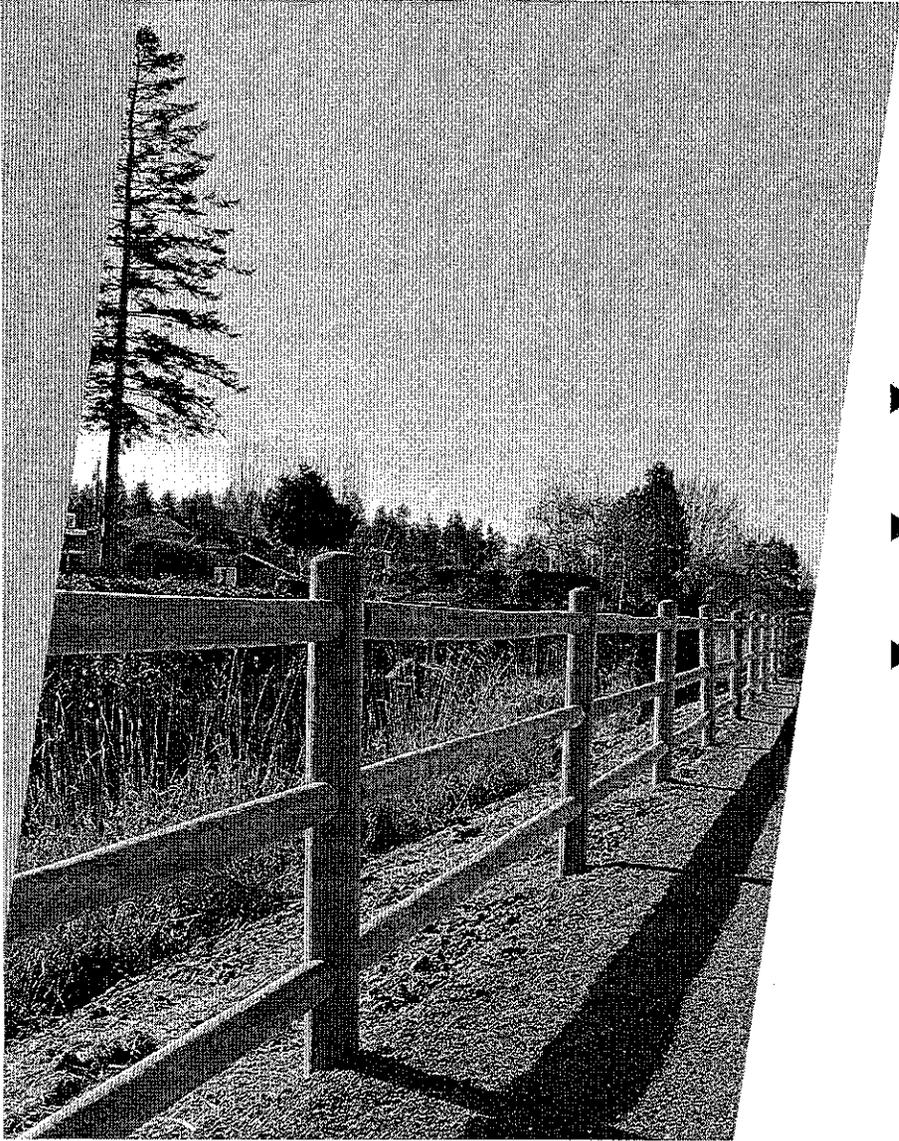
- ▶ Supports planned Eastrail uses
- ▶ Supports the business needs of government
- ▶ Cost avoidance of commercial services
- ▶ Regional communications resiliency
- ▶ Broadband availability
- ▶ Smart communities
- ▶ Economic development
- ▶ Revenue generation
- ▶ Other uses (e.g. 5G small cell deployment)



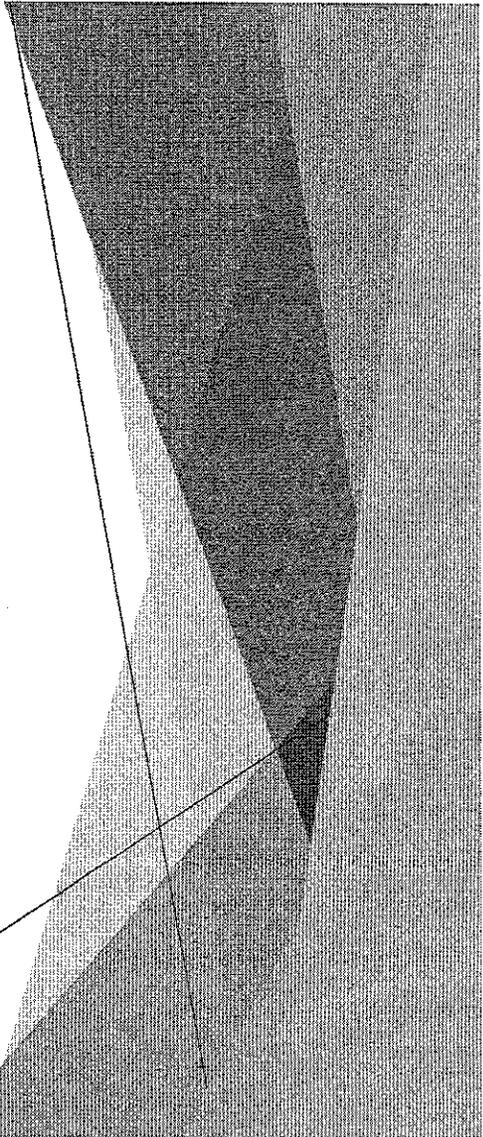
Feasibility Study Scope

- ▶ Development of conceptual fiber engineering plan and cost estimate
- ▶ Development of high-level business models
- ▶ Identification of key assumptions and constraints



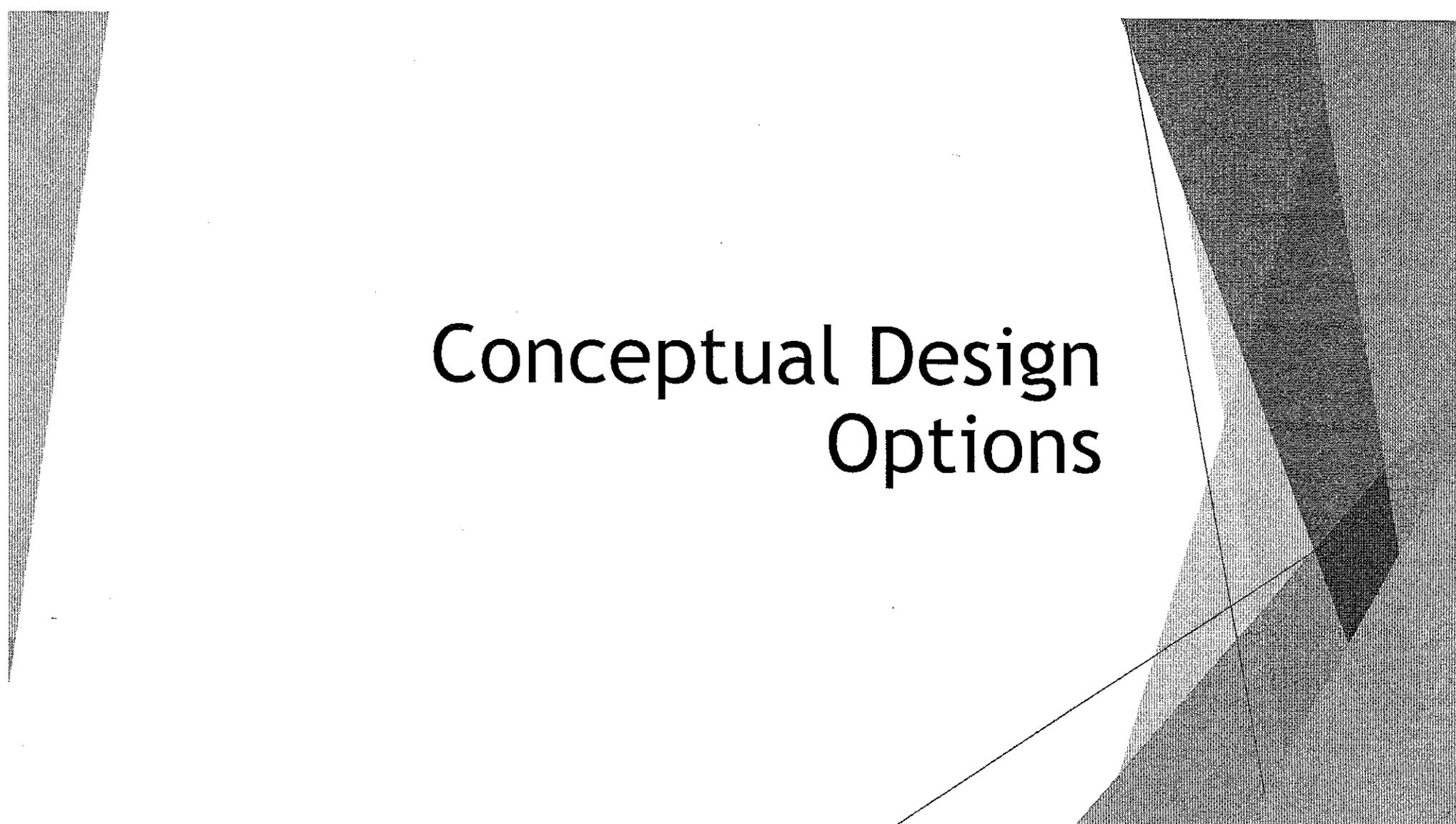


The Feasibility Study Determined:

- ▶ There is significant interest in fiber in the corridor
 - ▶ The cost is high but not prohibitive
 - ▶ This can be built
- 

More Granular Study Findings

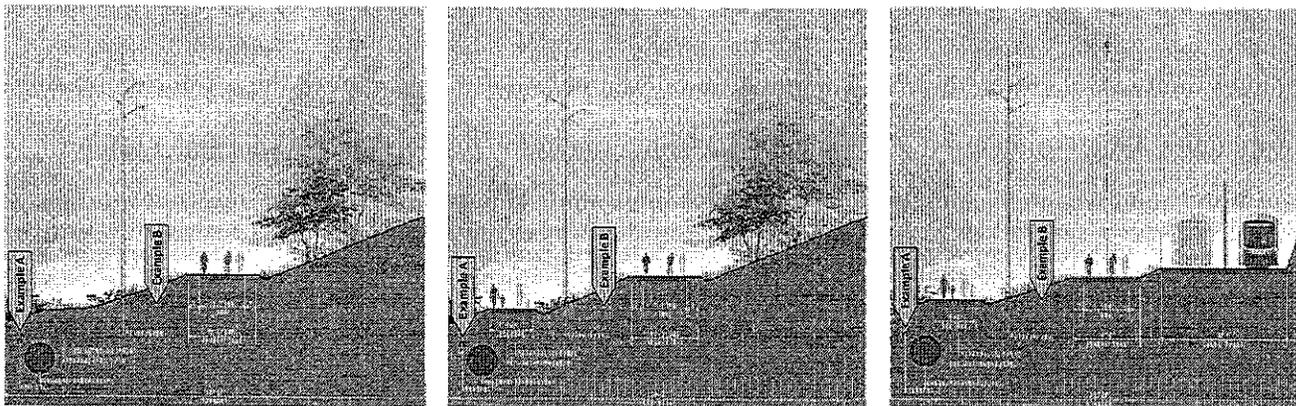
- ▶ Fiber in the corridor can help public agencies meet their needs for connectivity and resiliency.
- ▶ Today Zayo has aged conduit & fiber in the corridor.
- ▶ Redmond has placed conduit in segments on the spur.
- ▶ There is significant telecom & developer interest in access to fiber.
- ▶ Fiber will help support planned Eastrail uses.
- ▶ The build is physical and economically feasible. That said, it is still a large project.
- ▶ The next steps will require thoughtful project & financial governance.
- ▶ The timing of the fiber build must align w/Eastrail projects.
- ▶ No single public “existing” entity is optimized to build, operate, and manage fiber assets.



Conceptual Design Options

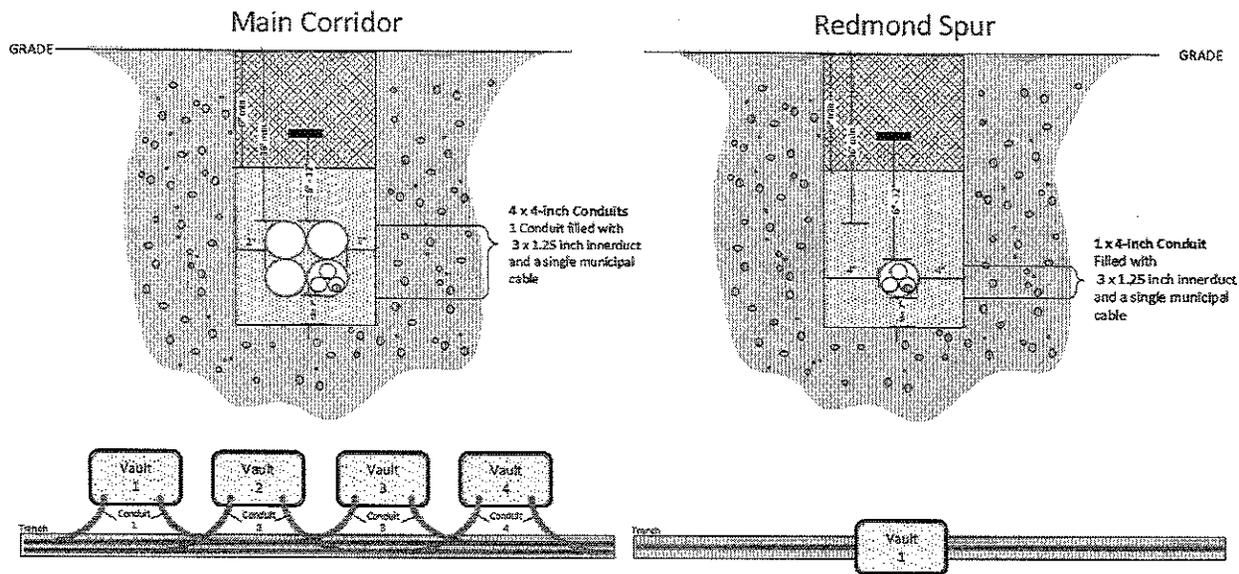
Construction Design

Figure 1: Example Placement of Fiber Infrastructure Along the Corridor

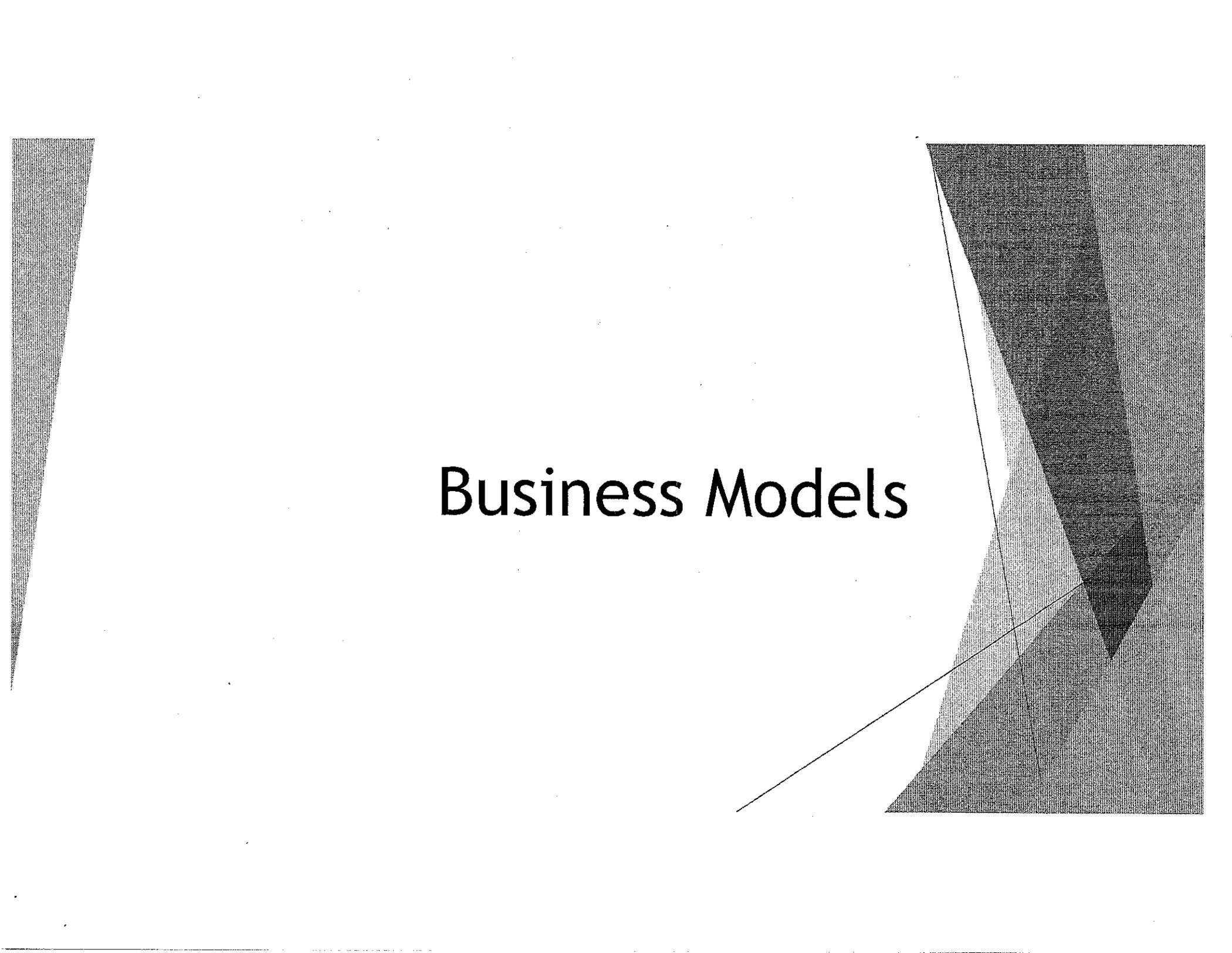


The fiber design anticipates placing infrastructure on the opposite side of the corridor from other infrastructure to minimize any possible conflicts.

Baseline



Estimated Total Cost: \$9,002,000 -
\$10,804,000



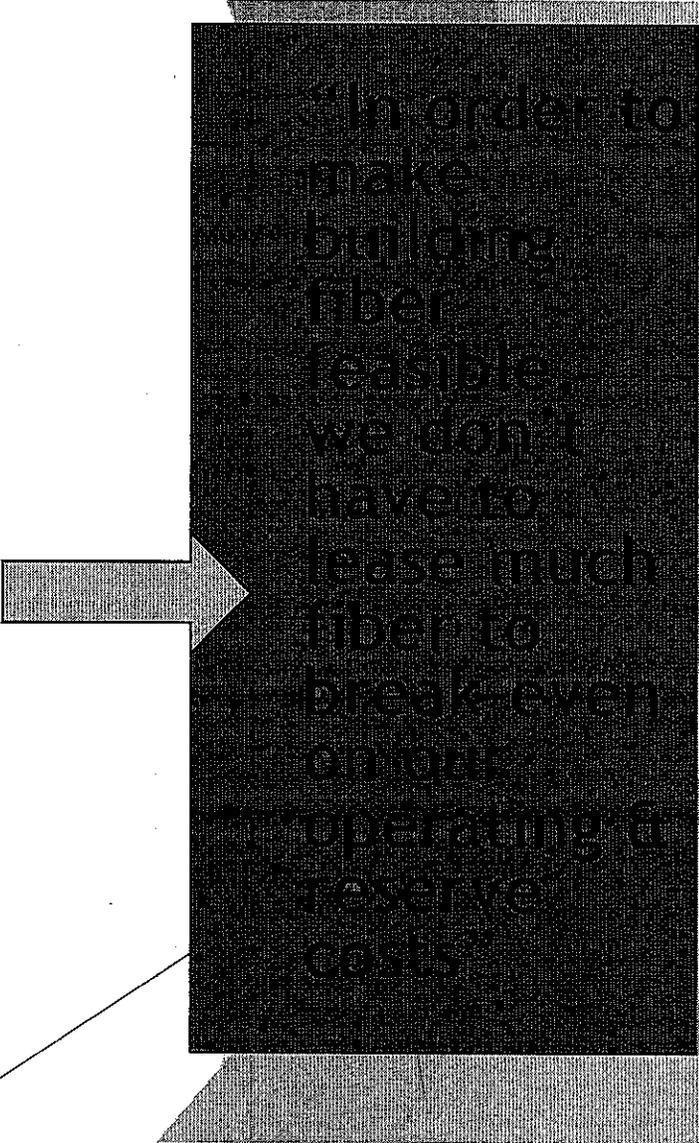
Business Models

Highlights - Deployment Model Matrix

Deployment Mode	Control (Governance & Use)	Upfront Cost	Ongoing Cost	Revenue Opportunity	Financial Risk	Capacity to Execute
Public Build	Flexibility for pricing and lease revenues over time	High	Yes	High	Moderate	Moderate to High
Joint Trench	Limited	Modest	Modest	Limited	Low	High
Single Provider	Limited	Low to None	No	Moderate to High	Low	High

Highlights - Fiber Use and ROI (Public Build)

- ▶ The Eastrail corridor fiber route is approximately 27.96 linear miles. If we install a single 288-count fiber, that results in 8,052 fiber miles.
- ▶ Using low fiber lease rates for the high-end construction cost:
 - ▶ **1,395** fiber miles leased at \$50/fiber mile will provide enough revenue to match cash flow requirements to pay back the build.
 - ▶ An additional **125** fiber miles would cover the network operating expenses and the depreciation reserve.
- ▶ Less than 19% of the total fiber capacity of one 288-count strand of cable (out of 16 possible strands) would put the project at break-even for operating costs and replacement reserves.



In order to
make
building
fiber
feasible
we don't
have to
lease much
fiber to
break even
on our
operating &
reserve
costs

Next Steps / Recommendations

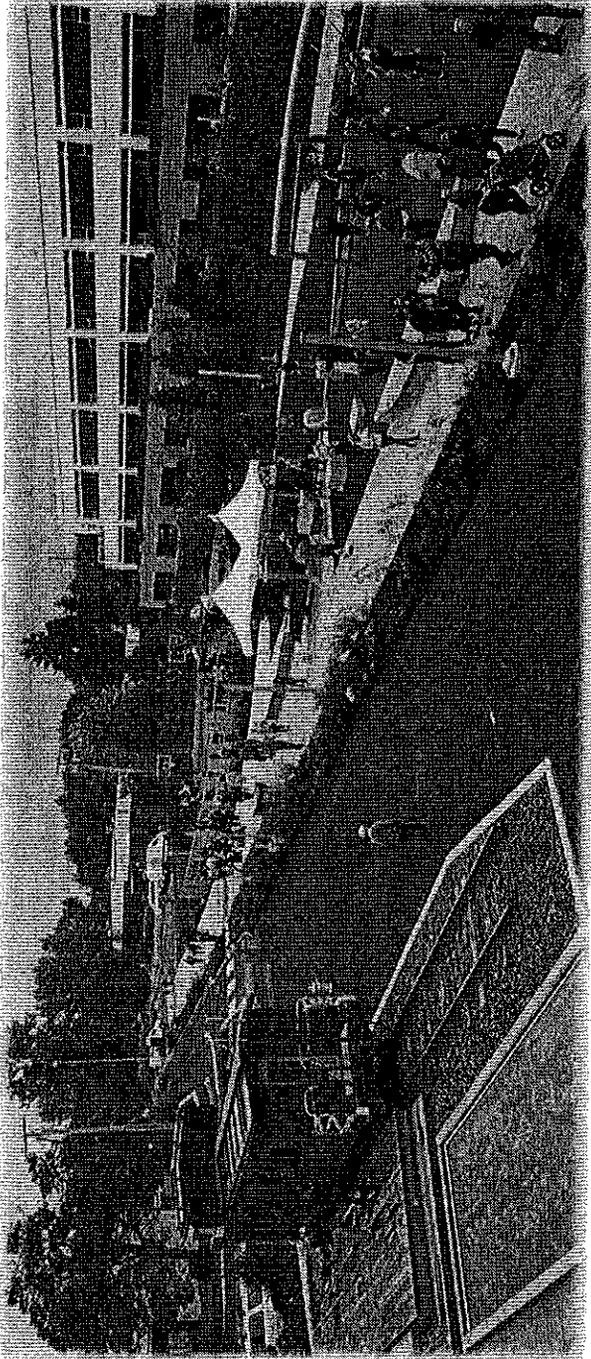
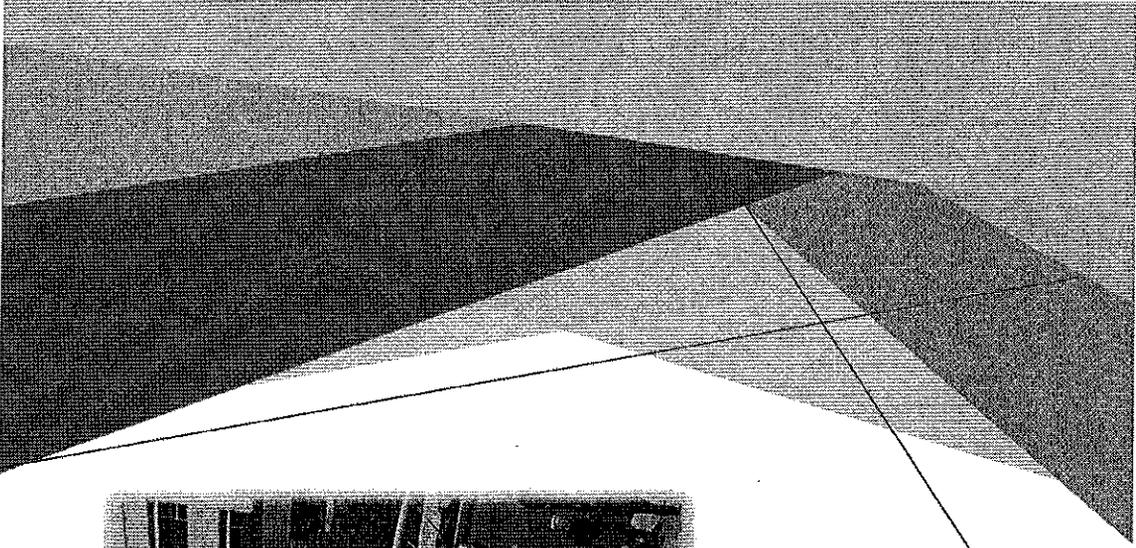
1. Communications infrastructure becomes an element in all Eastrail designs.
2. Work with corridor owners regarding factors related to their property interests.
3. Engage with City of Renton, Snohomish County and Pacific Northwest GigaPop (PNWGP) to gauge interest in increasing the fiber route length.
4. Identify potential initial funding sources to support:
 - Engage a firm to complete the detailed engineering (supports public build).
 - The RFI/RFP process to gauge interest from private and non-profit providers (supports single provider).
5. Identify the preferred deployment model.
6. Determine the preferred governance approach.
7. If necessary, identify potential construction funding sources.
8. Meet with RAC members as needed to provide information.
9. Come back to the RAC to provide updates and get additional feedback

Acknowledgement

Thank you to our visionaries:

- ▶ Project funders
- ▶ King County IT and DNRP
- ▶ City of Kirkland
- ▶ Stakeholder Team
- ▶ Regional Advisory Council
- ▶ Principal Staff Team
- ▶ Columbia Telecommunications Corporation - CTC





Q & A

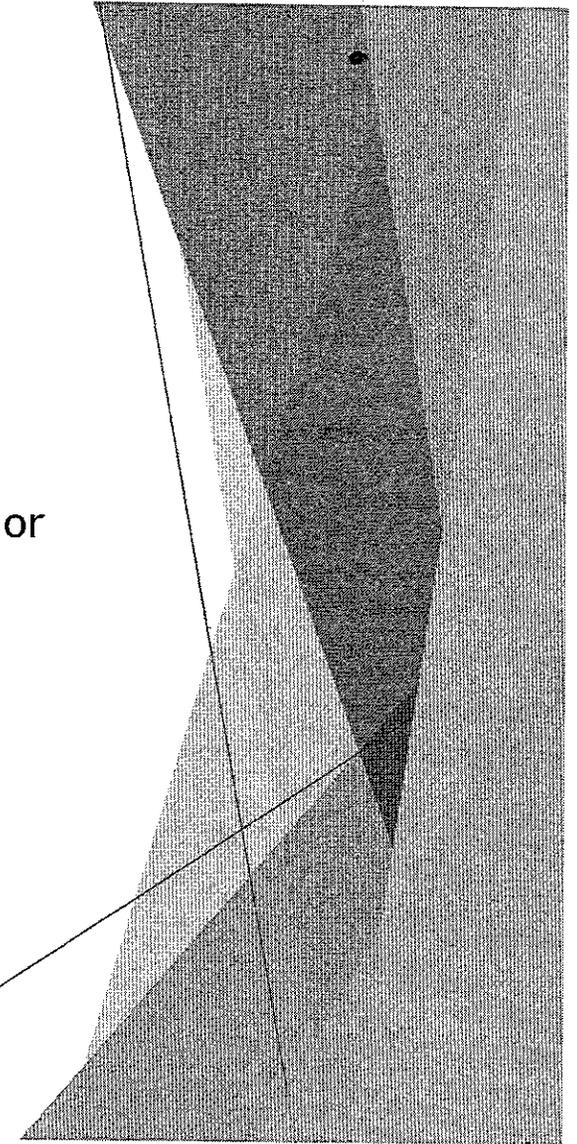


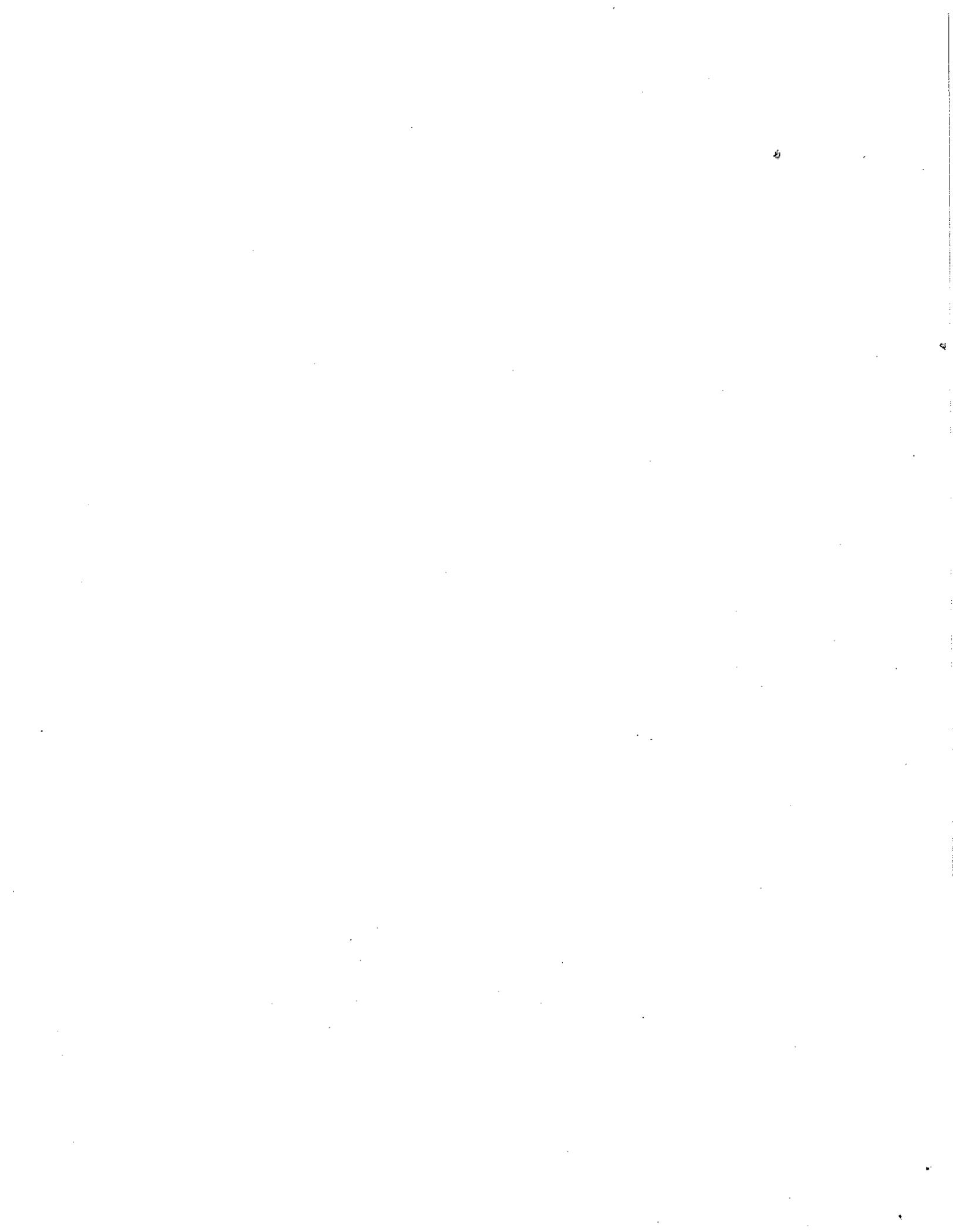
Goals of the fiber build - This can be built!

Meet	Meet public stakeholder business needs
Help	Support regional needs for smart community initiatives and digital equity
Support	Support region's economic development activities through making fiber available to businesses through private parties (make it economical for them to build and provide competitive service)
Provide	Provide a funding stream to support the operation and maintenance of the fiber, and if possible, help with development and/or support of the Eastrail

Three Business Models Explored

- ▶ Public Build
 - ▶ Public entities (probably owners) build, own, and manage. Fiber and/or fiber and conduit is leased to other public and/or private interests.
- ▶ Joint Trench
 - ▶ Owners open a trench and invite anyone in and share ownership and cost.
- ▶ Single Provider
 - ▶ A single provider builds, owns or leases, and operates. They provide fiber for public needs.





A resolution of the Eastrail Regional Advisory Council regarding the formation of the Eastrail Partners entity

WHEREAS, in the spring of 2018 the Eastside Rail Corridor Regional Advisory Council (RAC) formed the Eastside Rail Corridor Trail Funding Commission to foster near- and long-term engagement of the business and non-governmental sectors in support of regional trail development in the corridor, and

WHEREAS, in January 2019 the Funding Commission presented several recommendations to the RAC that were intended to focus future efforts to realize that engagement, and

WHEREAS, among these recommendations the Funding Commission called for the creation by the RAC of a new non-governmental entity that would serve to focus and increase the results of efforts to advocate for development of the regional trail and raise funds to support that development, and

WHEREAS, the Funding Commission identified a funding need of \$200,000 to support the start-up of this new entity and requested a cost sharing approach entailing a total contribution of \$100,000 from RAC members, a \$50,000 contribution from the King County Parks Foundation, and a \$50,000 contribution of private funding to be raised by Funding Commission members, and

WHEREAS, these funds would be used to pay expenses related to hiring an executive director, developing and implementing a communications and stakeholder engagement plan, developing an organizational funding plan, and securing an exemplary corporate sponsorship and joint venture, and

WHEREAS, commitments supporting the requested respective contributions from the King County Parks Foundation and the private contributors have been provided, and

WHEREAS, the RAC Principals Staff Team has developed a cost sharing structure (Attachment A) that identifies the shares to be paid by respective participating RAC members to achieve the \$100,000 total contribution from the RAC requested by the Funding Commission, and

WHEREAS, in April 2019 the RAC reached consensus supporting the renaming of the Eastside Rail Corridor as the Eastrail Corridor, and

WHEREAS, significant progress has been made to incorporate the new entity as the "Eastrail Partners" under RCW 24.03 with the completion of the incorporation process expected to occur in August 2019, and

WHEREAS, Funding Commission members have provided briefings and information to the RAC in support of timely efforts by RAC members to advance the formation of the new "Eastrail Partners" entity, and

WHEREAS, with the initiation and anticipated imminent completion of the incorporation of Eastrail Partners the Funding Commission is disbanded, with the expectation that Eastrail Partners will become the entity to steward the Funding Commission recommendations in coordination with the RAC, and

WHEREAS, at its July 12, 2019 meeting the RAC reached consensus in support of the formation of the Eastrail Partners entity and the provision of the \$100,000 requested match cost shared among RAC member entities.

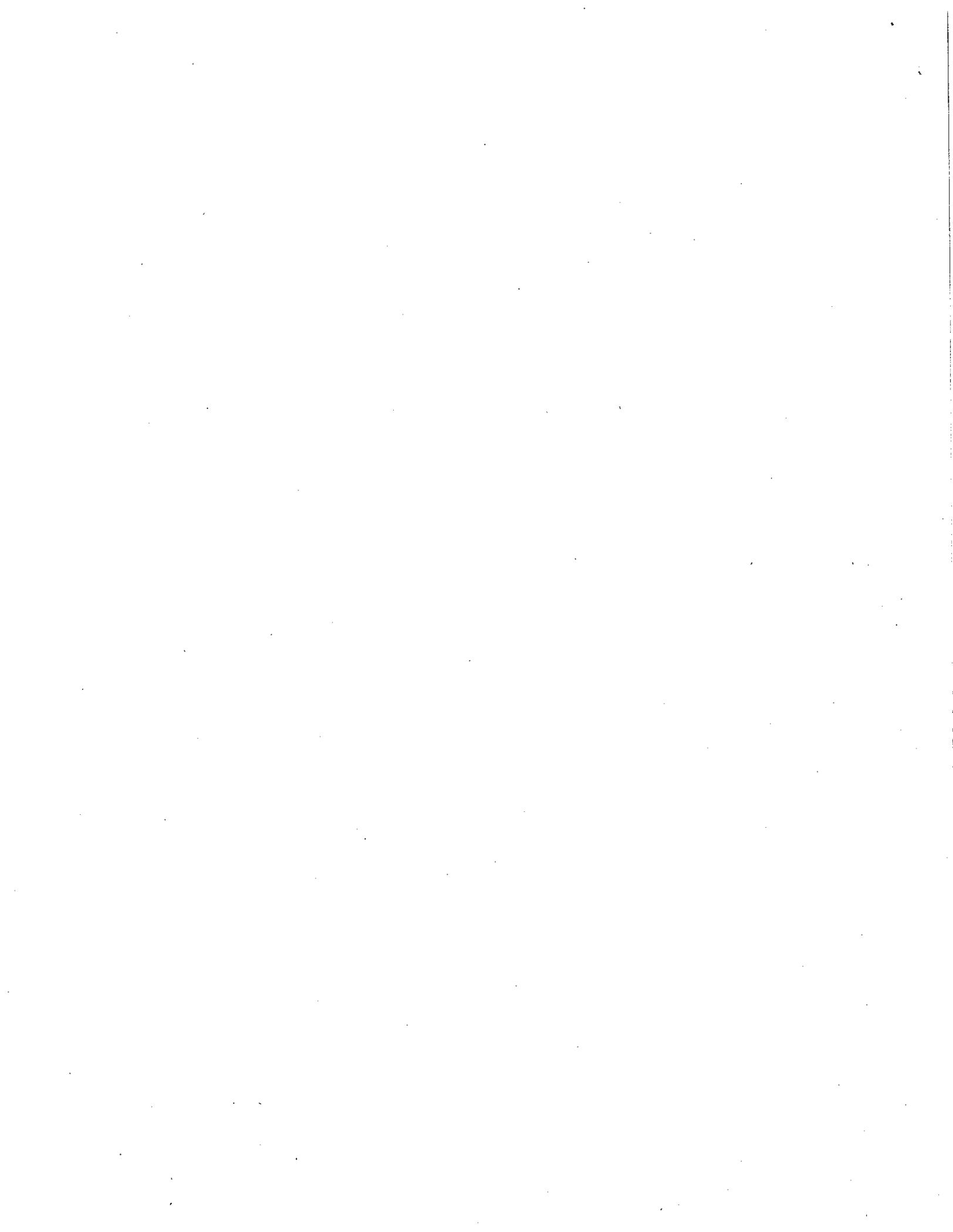
THEREFORE, in support of timely action to form the Eastrail Partners entity the RAC recommends that RAC member entities take the following actions:

1. Work within their respective entities to gain any necessary approvals to secure the funding amount identified for their entity in the cost share table (Attachment A)
2. Transfer the reserved funds to the Eastrail Partners by September 30, 2019
3. Among the RAC members that are public agencies, work with King County to draft an agreement between the public agencies and Eastrail Partners that describes the services to be provided using public funding.

Attachment A

Cost share totals per RAC entity	
City of Bellevue	\$11,299.44
King County	\$25,552.47
City of Kirkland	\$9,299.16
Puget Sound Energy	\$10,000.00
City of Redmond	\$6,307.26
City of Renton	\$3,766.48
Snohomish County	\$18,079.10
Sound Transit	\$11,778.97
City of Woodinville	\$3,917.14
Total	\$100,000.00

DRAFT



ARTICLES OF INCORPORATION

OF

EASTRAIL PARTNERS

The undersigned, acting as the incorporator of a nonprofit corporation under the Washington Nonprofit Corporation Act, Chapter 24.03 of the Revised Code of Washington, hereby adopts the following Articles of Incorporation for such corporation:

ARTICLE I

Name

The name of the corporation is Eastrail Partners.

ARTICLE II

Duration

The corporation shall have perpetual existence.

ARTICLE III

Purposes

The corporation is organized and shall be operated exclusively as a charitable organization for the exempt purposes permitted by Section 501(c)(3) of the Internal Revenue Code of 1986, as amended (the "Code"), to support the development, expansion and maintenance of a regional trail system on the Eastside Rail Corridor, together with other transportation, utility and community development projects sustainable on and alongside a multi-use corridor.

ARTICLE IV

Powers

The corporation shall have all powers granted by the Washington Nonprofit Corporation Act, RCW 24.03, as amended (including any additional powers granted by amendments to said Act after the formation of the corporation) which are consistent with the qualification of the corporation under Section 501(c)(3) of the Code.

ARTICLE V

Directors

A. The management of the corporation shall be vested in a board of directors. The number, qualifications, terms of office, manner of election, time and place of meetings and powers and duties of the directors shall be prescribed in the Bylaws. The number of directors may be increased or decreased from time to time by amendment of the Bylaws, but no decrease shall have the effect of shortening the term of any incumbent director.

B. The initial Board of Directors shall consist of three directors. The initial directors shall hold office for such period as may be provided in the Bylaws. The names and addresses of the initial directors are:

Eugene Duvernoy
1150 19th Ave E.
Seattle, WA 98112

Gregory K. Johnson
Wright Runstad & Company
1201 Third Avenue, Suite 2700
Seattle, WA 98101

Stacey Graven
9321 NE 26th Street
Clyde Hill, WA 98004

ARTICLE VI

Members

There shall be no members of the Corporation.

ARTICLE VII

Limitation on Director Liability

To the fullest extent permitted by Washington law as now or hereafter in effect, no director shall have any personal liability to the corporation for monetary damages for conduct as a director, provided that this provision shall not be deemed to eliminate or limit the liability of a director for:

- (a) Any breach of the director's duty of loyalty to the corporation;

- (b) Acts or omissions not in good faith or which involve intentional misconduct or a knowing violation of law;
- (c) Any unlawful distribution;
- (d) Any transaction from which the director derived an improper personal benefit; or
- (e) Any act or omission in violation of the Washington Nonprofit Corporation Act.

Any amendment to or repeal of this Article shall not adversely affect any right of a director of the corporation hereunder with respect to any acts or omissions of such director occurring prior to such amendment or repeal.

ARTICLE VIII

Indemnification of Directors

To the fullest extent permitted by Washington law as now or hereafter in effect, the corporation is authorized to indemnify any director of the Corporation. The Board of Directors shall be entitled to determine the terms of such indemnification, including advancement of expenses, and to give effect thereto through the adoption of Bylaws, approval of agreements or by any other manner approved by the Board of Directors. Any amendment to or repeal of this Article shall not adversely affect any right of a director of the corporation hereunder with respect to any right to indemnification that arises prior to such amendment or repeal.

ARTICLE IX

Prohibited Activities

A. No part of the net earnings of the corporation shall inure to the benefit of, or be distributed to, its directors, officers or other private persons, except that the corporation is authorized to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of its charitable purposes.

B. No substantial part of the activities of the corporation shall be the carrying on of propaganda or otherwise attempting to influence legislation, except as otherwise permitted under Section 501(h) of the Code, and the corporation shall not participate in, or intervene in (including the publishing or distribution of statements), any political campaign on behalf of (or in opposition to) any candidate for public office.

C. It is intended that the corporation shall have and shall continue to have the status of a corporation exempt from federal income taxation under Section 501(a) of the Code, as an organization described in Section 501(c)(3) of the Code. Notwithstanding any other provision of these Articles, the corporation shall not carry on any activities not permitted to be carried on by a corporation exempt from federal income taxation under Section 501(c)(3) of the Code or the corresponding provision of any future federal tax laws.

ARTICLE X

Dissolution

No director or officer of the corporation will be entitled to share in the distribution of any of the corporation's assets upon dissolution or final liquidation of the corporation or the winding up of its affairs. Upon any dissolution, liquidation or winding up, the remaining net assets of the corporation shall be distributed by the Board of Directors to an organization or organizations selected by the Board of Directors in accordance with the Bylaws, provided that such organization or organizations are qualified as exempt from federal income taxation under Sections 501(a) and 501(c)(3) of the Code.

ARTICLE XI

Reserved Rights

The corporation reserves the right to amend, alter, change or repeal any provision of these Articles of Incorporation in any manner now or hereafter permitted by law not inconsistent with its qualification under Section 501(c)(3) of the Code.

ARTICLE XII

Bylaws

The authority to make, alter, amend or repeal the Bylaws is vested in the Board of Directors, and may be exercised at any meeting of the Board of Directors or in any other manner allowed pursuant to the Washington Nonprofit Corporation Act.

ARTICLE XIII

Registered Office and Registered Agent

The name and address of the initial registered agent and the initial registered office of the corporation in the State of Washington is Matthew Cohen, 600 University Street, Suite 3600, Seattle, Washington 98101.

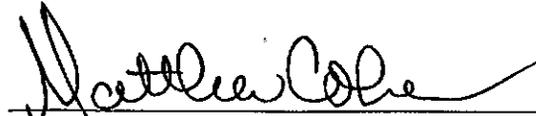
ARTICLE XIV

Incorporator

The name and address of the incorporator of the corporation is as follows:

Matthew Cohen
600 University Street
Suite 3600
Seattle, WA 98101

IN WITNESS WHEREOF, the incorporator has hereunto set his hand this 8th day of July, 2019.

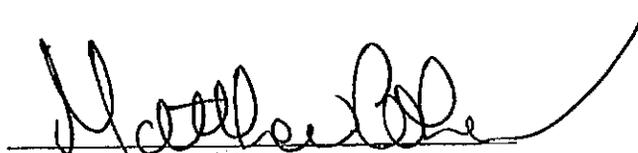


Matthew Cohen, Incorporator

CONSENT TO APPOINTMENT AS REGISTERED AGENT

The undersigned hereby consents to serve as registered agent for Eastrail Partners in the State of Washington.

DATED this 8th day of July, 2019.

A handwritten signature in black ink, appearing to read "Matthew Cohen", written over a horizontal line.

Matthew Cohen
600 University Street
Suite 3600
Seattle, WA 98101

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7/12/19

COMPLETING THE EASTRAIL

Report of the
Trail Funding Commission
to the Regional Advisory Council

MAY 2019





A NEW PARTNERSHIP FOR THE EASTRAIL

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

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

A FOUNDATION FOR PARTNERSHIP: THE TRAIL FUNDING COMMISSION

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

Specifically, the Trail Funding Commission answered two core questions:

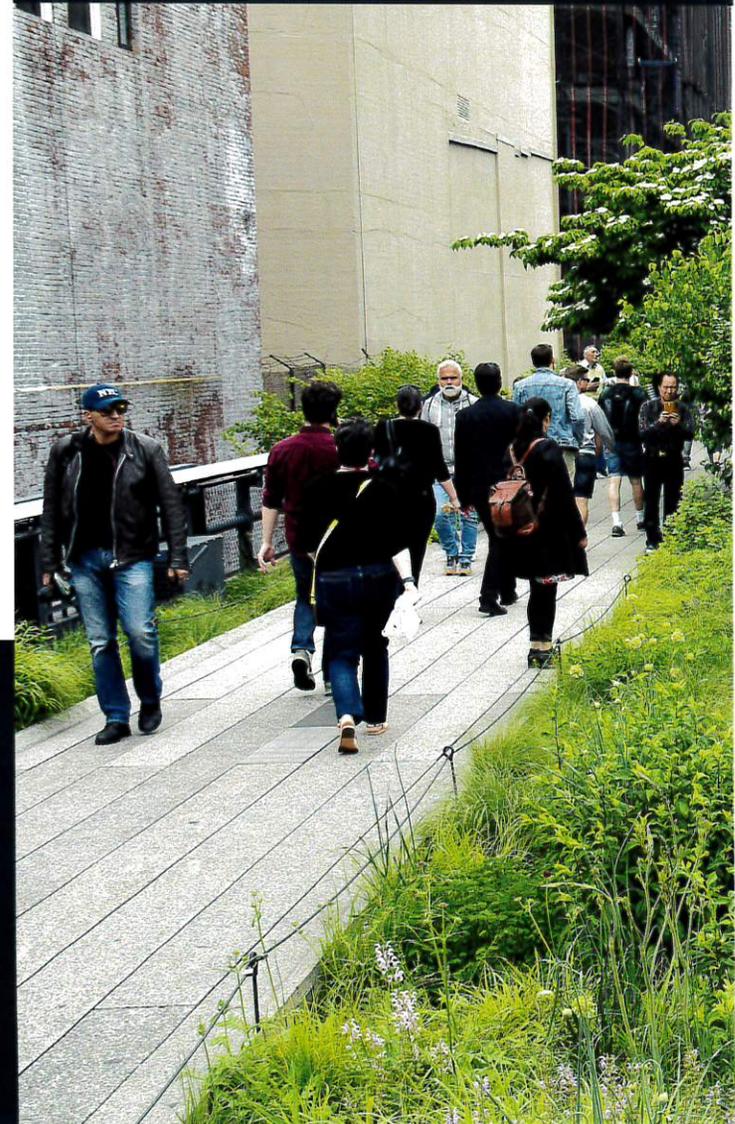


How can the private sector support development of the Eastrail through advocacy and partnership?



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

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



CONNECT, CONSTRUCT, COMPLETE

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

Build a safe, soft-surface interim trail along the entire corridor and open it for use as soon as possible.

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

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



CREATE OPPORTUNITIES FOR PRIVATE PARTICIPATION IN DEVELOPING THE EASTRAIL

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

RECOMMENDATIONS

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



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

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





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

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

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

RECOMMENDATIONS

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

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

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

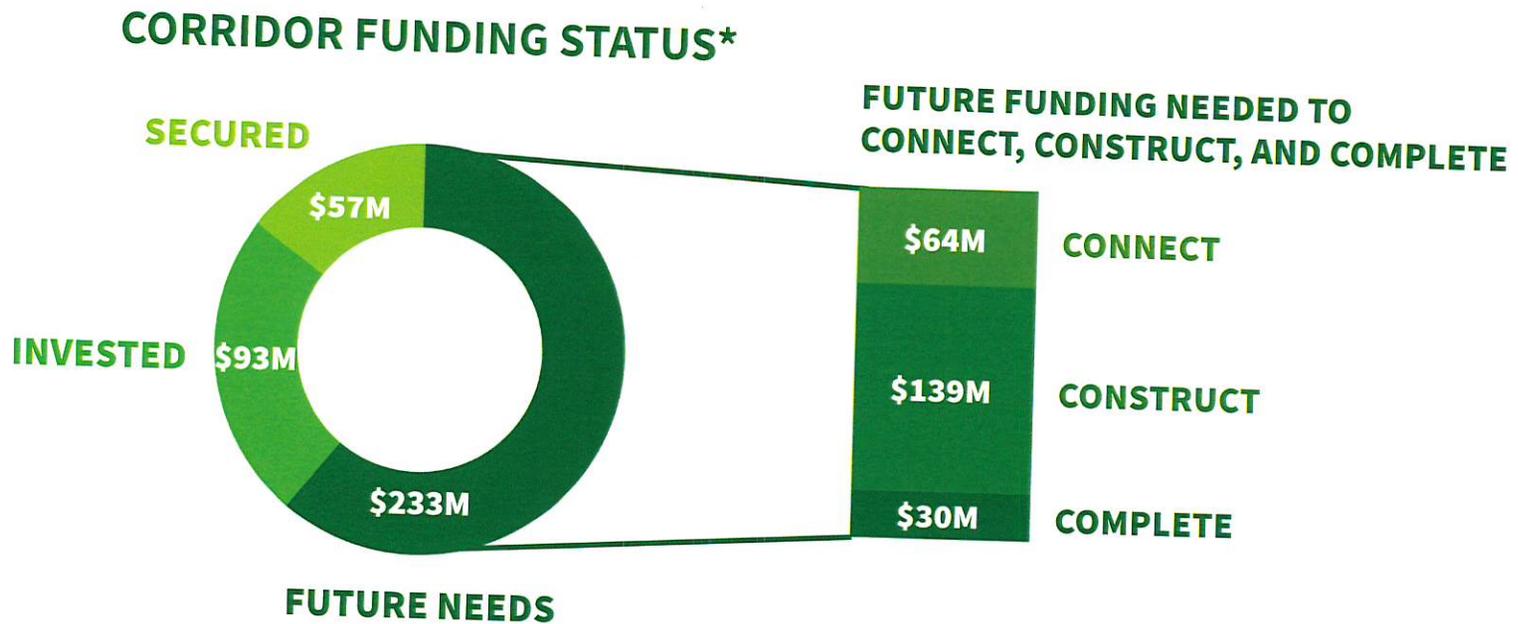
RECOMMENDATIONS

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



THE WORK AHEAD

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



*AS OF 2018

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

NOW IS THE TIME

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

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





EASTRAIL TRAIL FUNDING COMMISSION

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

Gene Duvernoy,
Forterra *Co-Chair*

Greg Johnson,
Wright Runstad & Co.
Co-Chair

Matt Cohen,
Community

Bill Finkbeiner,
Community

Stacy Graven,
Meydenbauer/
Visit Bellevue

Blair Howe,
Kidder Matthews

Steve Kramer,
KG Properties

Bob Moser,
King County Parks
Foundation

Dan Perrow,
Kaiser Permanente

Heather Sheffer,
Boeing

Greg Shelton,
Physio Control

Edna Shim,
Children's Hospital

Kay Taylor,
Evergreen Health

Dave Tomson,
SRM Development

Rocale Timmons,
Seco Development

Taldi Walter Harrison,
REI

Dave Witt,
Woodinville Chamber

FROM THE EASTSIDE RAIL CORRIDOR TO THE EASTRAIL

The Funding Commission is proud to support the new brand for the corridor. The Regional Advisory Council (RAC) recently completed a process to develop a new name, logo, and tagline for the Eastside Rail Corridor. While recognizing the corridor's heritage, the new brand is intended to be forward-looking and embody the full range of infrastructure opportunities supported by this unique connected ownership.

The Eastrail's distinctive logo options and tagline of "Let's Connect" capture the key values of the corridor and its importance to all neighboring

communities. The Eastrail logo will soon be rolling out on wayfinding signage, maps, and other Eastrail communications.

The Eastrail brand captures a vibrant, inclusive spirit that marries rail heritage with its future as a corridor that will transform the way that people connect across our communities and throughout our region. The Funding Commission is pleased to join the community of Eastrail supporters who understand the vital role the corridor will play in the Eastside's future.

PRIMARY MARK



SECONDARY MARK



FIRST, CONNECT!

Completing the Eastrail will require ongoing investment and will be completed in phases. The Funding Commission recommends the highest priority for trail owners and partners is to establish a fully connected trail (often gravel) throughout the entire corridor. Second, the Commission emphasized the importance of completing a paved trail to support a broader set of uses. Lastly they recommend a focus on supporting trailside amenities and trail-oriented urban development that will tie the corridor into the broader community.

This approach is captured in the commission's CONNECT, CONSTRUCT, COMPLETE strategy for trail development. The Funding Commission supports advocacy for continued public investment, energizing the private sector for support and funding partnerships, and working with existing non-profits to make the vision for a connected Eastrail a reality.

