



## Resolution No. R2021-14

### Updating Sound Transit's Station, Line and Facility Naming Policy

Meeting:	Date:	Type of action:	Staff contact:
Executive Committee	10/7/2021	Recommend to Board	Russ Arnold, Chief Passenger Experience & Innovation Officer
Board	10/28/2021	Final action	<b>Candace Toth, Manager, Wayfinding and Signage</b>

### Proposed action

Adopts an updated Station, Line and Facility Naming Policy and supersedes Resolution No. R2012-02.

### Key features summary

- The policy addresses station naming for Link light rail, Sounder, Bus Rapid Transit (BRT), and Tacoma Link, and naming of lines and non-station facilities.
- Recommended name categories and criteria for station names are incorporated into the policy for best practice.
- Standard naming conventions for lines and non-station facilities are also outlined in the policy.
- Compared to R2012-02, this policy is more focused on industry best practices and passenger wayfinding than previously, with a goal of providing better staff guidance, avoiding rework, and ensuring station names prioritize wayfinding and a positive passenger experience.
- This policy incorporates criteria for renaming stations, including a 10 year minimum on renaming efforts. This 10 year minimum is suggested to avoid significant rework costs, to allow existing assets to reach end-of-life, and to align with system expansion efforts.
- This policy would adjust the final naming process to start earlier than it has historically happened – immediately after project is selected to be built.
- Memorial naming of stations and lines, and corporate naming of stations, lines, and non-station facilities is not allowed in this policy. Memorial and corporate naming may be covered in future policies, if there is interest in pursuing policies around these topics.
- Staff will develop an agency procedure to support this resolution, with further details on implementing the policy.

### Background

This policy documents the new line names, which were previously adopted. The motivation to update this policy began with discussions and plans around renaming University St. Station.

This policy addresses and provides clarity for all modes under expansion, which will reduce analysis and rework time for project teams, with the potential for cost savings. Future Board actions may include policies around memorial and corporate naming.

Policy needs action in Q4 2021 so there is appropriate time for consideration for Federal Way Link Extension, Downtown Redmond Link Extension, and in particular the University Street rename

decisions, which need to be renamed in Q4 to ensure adequate time to incorporate into the opening of East Link.

### **Fiscal information**

The updated policy has no budget or financial impact. This policy will inform future station namings.

### **Small business participation and apprenticeship utilization**

Not applicable to this action.

### **Public involvement**

Presented to the Transit Access Coalition (TAC) July 15, 2021. The TAC was supportive of these updates to the policy.

### **Time constraints**

Bus Rapid Transit and NE L2-10 (NE 130th Infill Station on Lynnwood Link) due to realignment decisions will be incorporating the inclusion of this policy in naming decisions.

A one-month delay would not create a significant impact to the impacted project schedules.

### **Prior Board/Committee actions**

Resolution No. R2012-02: Established a policy for naming Sound Transit facilities, including stations, maintenance bases, portals and other facilities and a naming structure for Link system lines and extensions.

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**Environmental review** – KH 9/22/21

**Legal review** – AJP 10/1/21



## Resolution No. R2021-14 Updating Sound Transit’s Station, Line and Facility Naming Policy

### Policy Crosswalk: Proposed Revisions to Resolution No. R2012-02

Existing Policy (Resolution No. R2012-02)	Proposed Policy (Resolution No. R2021-14)	Justification
Not in R2012-02	<p><b>1.0 Scope</b></p> <p>1.1 This policy addresses public-facing names for stations, lines and non-station facilities such as maintenance bases, portals and other facilities. This policy does not cover internally used names, station codes or facility designations.</p> <p>1.2 This policy applies to stations, lines and non-station facilities named or renamed after adoption of this policy.</p>	<p>Scope section was added to be consistent with the new template for Board resolutions.</p> <p>1.2 added to ensure this policy does not require significant renaming efforts of stations with Board-adopted names.</p>
Not in R2012-02	<p><b>2.0 Definitions</b></p> <p>2.1 Landmark: A feature, institution or attraction within a 0.25 mile walk of a station that is easily recognized and enables someone to establish their location, such as visitor attractions, performance venues, historical buildings, major parks, civic structures, hospitals and institutions of higher education.</p> <p>2.2 Line names: Name for an entire route of a mode that connects individual stations.</p> <p>2.3 Station: A facility owned by Sound Transit that has a platform and serves as a regular stop on a mode of public transit.</p> <p>2.4 Station name: The public-facing name of a station reflected on signage and maps.</p>	<p>Definitions added to ensure uniform understanding and usage of terms.</p> <p>As landmark is one of the proposed name categories, providing staff guidance on what qualifies as a landmark to reduce analysis and rework.</p>

Not in R2012-02	<p><b>3.0 Policy</b></p> <p>3.1 Sound Transit names stations, lines and non-station facilities consistently and in a way that ensures continued relevancy of names, allows for future system expansion, reduces passenger confusion and decreases the likelihood of renaming.</p> <p>3.2 Station names should relate to the geography of the station location and prioritize wayfinding so that passengers may self-orient within the transit system and region.</p>	3.1 and 3.2 encapsulate why this policy is being substantially changed: to reduce passenger confusion, eliminate redundant/similar names, and name stations to reduce the risk of renaming.
<p>Section 1. Naming Process</p> <p>Public input will be received on potential names during the standard 30 percent facility design review process.</p>	Removed	<p>Public input is still required and is now outlined in 3.3.4.</p> <p>Timing requirements for public input will be outlined in the associated agency procedure.</p>
<p>Communication with the public and stakeholders will be included in regular project communications and will identify the Board as the final authority in determining a permanent facility name. Additionally, stakeholders, jurisdictional partners, and transit agencies will be notified of the process and how to provide input.</p>	3.3.4 Public input. Staff seeks input through public, jurisdiction, partner, passenger and stakeholder engagement that informs the naming process. Staff presents the results of the input to the Board for consideration when selecting final station names.	Content is similar between R2012-02 and new policy, but was rewritten to be in line with the new template.
Not in R2012-02	3.3.5 Board adoption. The Board adopts final station names based on the criteria outlined in this policy.	Language included to make it clearer that Board performs final adoptions of Board policies.
<p>Permanent names will be considered by the Board at Gate 5 of Sound Transit's Phase Gate process.</p>	<p><b>2.5 Naming of stations</b></p> <p>3.3.1 The agency uses temporary station names during project development. Staff begins the final station naming process after the Board selects the project to be built.</p>	Timing for adoption of station names moved to earlier in the process, to reduce rework and get cost savings in design drawings, other collateral.
Section 2. Facility Naming Criteria	3.3.2 Priorities for identifying potential names	Additional criteria provided based on peer research and best practices, to guide staff

<p>Sound Transit facilities will be named based on established criteria. Names will:</p> <ul style="list-style-type: none"> <li>• Reflect the nature of the environment: neighborhoods, street names, landmarks, plus geographical locations</li> </ul>	<p>3.3.2.a Commuter rail and light rail stations. Station names should be chosen in this order: 1) city, 2) neighborhood, 3) landmark and 4) street or combination of a city or neighborhood name with a minor street or landmark. End-of-line stations should have city names whenever possible. If the first prioritized name category has already been taken by a transit station (owned by any transit agency), the agency selects another name within these categories.</p> <p>3.3.2.b Bus rapid transit stations. The agency names bus rapid transit stations similarly to existing bus stops to reduce passenger confusion. Bus rapid transit station names should be chosen in this order: 1) transit facility where the station is located and 2) street or intersection.</p>	<p>analysis and public input conversations, eliminate confusion, and avoid rework.</p>
<p>Not in R2012-02</p>	<p>3.3.3 Criteria for evaluating and choosing a permanent name. When multiple station name options are identified, station names must be considered based on their adherence to the following principles:</p>	<p>Additional criteria provided based on peer research and best practices, to guide staff analysis and public input conversations, eliminate confusion, and avoid rework.</p>
<p>(Section 2 continued)</p> <p>Be brief and easy to read and remember</p>	<p>3.3.3.d Be intuitive: Be easy to understand and use for all passengers, including passengers with limited English proficiency.</p> <p>3.3.3.g Be brief and easy to remember: Be three words or less, 26 characters or less, easy to read and memorable.</p>	<p>Additional specificity and definitions of each principle provided to reduce rework and improve clarity.</p>
<p>Not in R2012-02</p>	<p>3.3.3.e Be easily implemented: Work well throughout the passenger experience (e.g., audio, visual and tactile experiences).</p>	<p>Principle supports ADA and diverse rider needs to ensure station naming is clear.</p>
<p>(Section 2 continued)</p> <p>Comply with federal Americans with Disabilities Act (ADA) guidelines and requirements and be limited to 30 characters</p>	<p>3.3.3.c Be accessible: Comply with the Americans with Disabilities Act and have positive or neutral impacts to passengers with disabilities.</p>	<p>Requirement to meet ADA is the same. Character limit has been moved to 3.3.3.g</p>

<p>(Section 2 continued)</p> <p>Avoid commercial references because they may change, prove confusing to the public and be costly to change</p>	<p>3.3.3.f Reflect geography: Avoid corporate names, honorific naming and commercial references.</p>	<p>Decision made by policy team to explicitly exclude corporate, honorific, and commercial naming. This policy can be updated in the future, alongside a corporate or memorial policy, if there is interest in pursuing these types of opportunities.</p>
<p>(Section 2 continued)</p> <p>Avoid similar names or words in existing facility names</p>	<p>3.3.3.a Avoid redundancy: Be distinct from names of existing stations including those owned by the agency and those owned by other transit agencies, unless stations are co-located.</p>	<p>Rewritten to be consistent with the new template for Board policies.</p>
<p>Not in R2012-02</p>	<p>3.3.3.b Be appropriate: Utilize language that is appropriate throughout communities within the service area.</p>	<p>Principle supports equity to ensure station naming is clear.</p>
<p>Section 3. Link System Naming Structure</p> <p>Link lines and stations will be named using a comprehensive approach that represents a system. The line name, "Central Link", will be gradually phased out and the entire system will be referred to as "Link." Each line will have an "end-of-the-line" destination name and an associated color, which is ADA compliant.</p>	<p>3.4 Naming of lines</p> <p>3.4.1 Line names for all modes use an alphanumeric identifier as the primary name, end-of-line stations as the secondary name, and line colors and shape icons as supporting visual indicators.</p> <p>3.4.2 Names are determined, used and retired based on the following criteria:</p> <p>3.4.2.a Extensions of existing rail and bus rapid transit lines use the end-of-line station and mode name.</p> <p>3.4.2.b New rail lines use both end-of-line stations and the mode name, while new bus rapid transit lines use the primary corridor and mode name.</p> <p>3.4.2.c Project names are permanently retired after revenue service begins, at which point the line name is used.</p>	<p>New alphanumeric line names presented to the Board in spring of 2020 based on best practices and are now documented in this policy. Line names are being rolled out with the opening of Northgate Link.</p>

<p>Section 4 . Early planning names</p> <p>Names for Sound Transit facilities in early planning phases through final design should be determined by either proximity to streets, transit centers or permanent public institutions, and should not be commercial in nature. The Link system naming structure may also be applied to projects that are undergoing Alternative Analysis.</p>	<p>3.3.1 The agency uses temporary station names during project development. Staff begins the final station naming process after the Board selects the project to be built.</p>	<p>Language around temporary names included to clarify that while these names are temporarily used, staff analyzes permanent names which are ultimately adopted by the Board.</p>
<p>Not in R2012-02</p>	<p>3.3.6 Renaming. The agency renames stations only in rare circumstances when the benefit to passengers outweighs the inherent advantages of retaining the existing name.</p> <p>3.3.6.a The agency should only consider renaming a station after 10 years of revenue service or the adoption of the previous name, whichever is most recent.</p> <p>3.3.6.b To reduce rework costs, renaming should align with system expansion efforts.</p> <p>3.3.6.c A requestor outside of the agency must complete the following applicable actions to propose a change to a station name:</p> <ul style="list-style-type: none"> <li>• Conduct outreach in the surrounding community,</li> <li>• Demonstrate significant local support for the rename,</li> <li>• Show a significant quality increase between the old and new name,</li> <li>• Demonstrate how the proposed name adheres to the criteria in this policy and</li> <li>• Commit to pay for the associated systems cost of the station renaming.</li> </ul> <p>3.3.6.d Upon completion of section 3.3.6.c, staff presents the Board with analysis pursuant to this</p>	<p>Renaming section added based on peer research and best practices. Risks with frequent station renames include passenger confusion, poor wayfinding, and lack of support by the community depending on the requestor. Internal risks include significant rework costs associated with staff analysis, and agency assets: signage, onboard and in-station digital systems, ticket vending machines, websites, and communications media.</p> <p>This section was included (in addition to the criteria and other guidance on naming in the policy) to reduce the instances of renaming and provide the agency with guidance to better evaluate renaming requests.</p>

	policy. The Board determines whether to adopt the proposed rename.	
Not in R2012-02	<p>3.5 Naming of non-station facilities. Sound Transit-owned non-station facilities should be named according to the following naming conventions.</p> <p>3.5.1 Transit centers that serve express bus lines are named after the city or neighborhood in which they are located.</p> <p>3.5.2 Parking garages follow the name of the station at which they are located.</p> <p>3.5.3 Operations and maintenance facilities, maintenance bases and bus bases are assigned a cardinal direction to differentiate them based on location.</p> <p>3.5.4 Maintenance of way buildings, which, if present at an operations and maintenance facility, are simply named maintenance of way. If located outside of an operations and maintenance facility, the name is assigned a cardinal direction.</p> <p>3.5.5 Portals are generally named after the neighborhood location or nearest station.</p>	This section was included to document and provide visibility and clarity on existing naming conventions for non-station facilities.
Not in R2012-02	<p>3.6 Honorific and memorial naming. Sound Transit names stations and lines to facilitate wayfinding for passengers and not to honor or memorialize individuals, events or groups.</p>	Decision made by policy team to explicitly exclude corporate, honorific, and commercial naming. This policy can be updated in the future, alongside a corporate or memorial policy, if there is interest in pursuing these types of opportunities.



Not in R2012-02	3.7 Corporate naming. Sound Transit does not sell naming rights for stations, lines or non-station facilities.	Decision made by policy team to explicitly exclude corporate, honorific, and commercial naming. This policy can be updated in the future, alongside a corporate or memorial policy, if there is interest in pursuing these types of opportunities.
Not in R2012-02	3.8 Delegation of authority. The chief executive officer is authorized to name lines and non-station facilities consistent with the criteria in this policy.	Included to make transparent the authority the CEO holds with naming of lines and non-station facilities.



## **Resolution No. R2021-14**

### **Station, Line and Facility Naming Policy**

A RESOLUTION of the Board of the Central Puget Sound Regional Transit Authority adopting a Station, Line and Facility Naming Policy and superseding Resolution No. R2012-02.

WHEREAS, the Central Puget Sound Regional Transit Authority, commonly known as Sound Transit, was formed under chapters 81.104 and 81.112 of the Revised Code of Washington (RCW) for the Pierce, King and Snohomish Counties region by action of their respective county councils pursuant to RCW 81.112.030; and

WHEREAS, Sound Transit is authorized to plan, construct and permanently operate a high-capacity system of transportation infrastructure and services to meet regional public transportation needs in the Central Puget Sound region; and

WHEREAS, in general elections held within the Sound Transit district on November 5, 1996, November 4, 2008 and November 8, 2016, voters approved local funding to implement a regional high-capacity transportation system for the Central Puget Sound region; and

WHEREAS, Sound Transit uses station and line names for wayfinding, signage, schedules and information for all modes; and

WHEREAS, the Sound Transit Board recognizes the value of a systemwide, comprehensive and consistent approach for selecting the permanent names of lines, stations and non-station facilities; and

WHEREAS, continuity and permanence of names is critical for the development and maintenance of a passenger-friendly transit system; and

WHEREAS, Sound Transit recognizes that its passengers and the public have a vested interest in the names of stations and lines in their region.

NOW, THEREFORE, BE IT RESOLVED by the Board of the Central Puget Sound Regional Transit Authority that Resolution No. R2012-02 is superseded with a Station, Line and Facility Naming Policy, which is hereby adopted as follows:

#### **1.0 Scope**

- 1.1 This policy addresses public-facing names for stations, lines and non-station facilities such as maintenance bases, portals and other facilities. This policy does not cover internally used names, station codes or facility designations.
- 1.2 This policy applies to stations, lines and non-station facilities named or renamed after adoption of this policy.

#### **2.0 Definitions**

- 2.1 **Landmark:** A feature, institution or attraction within a 0.25 mile walk of a station that is easily recognized and enables someone to establish their location, such as visitor attractions, performance venues, historical buildings, major parks, civic structures, hospitals and institutions of higher education.
- 2.2 **Line names:** Name for an entire route of a mode that connects individual stations.

2.3 Station: A facility owned by Sound Transit that has a platform and serves as a regular stop on a mode of public transit.

2.4 Station name: The public-facing name of a station reflected on signage and maps.

### 3.0 Policy

3.1 Sound Transit names stations, lines and non-station facilities consistently and in a way that ensures continued relevancy of names, allows for future system expansion, reduces passenger confusion and decreases the likelihood of renaming.

3.2 Station names should relate to the geography of the station location and prioritize wayfinding so that passengers may self-orient within the transit system and region.

### 3.3 Naming of stations

3.3.1 The agency uses temporary station names during project development. Staff begins the final station naming process after the Board selects the project to be built.

#### 3.3.2 Priorities for identifying potential names

3.3.2.a **Commuter rail and light rail stations.** Station names should be chosen in this order: 1) city, 2) neighborhood, 3) landmark and 4) street or combination of a city or neighborhood name with a minor street or landmark. End-of-line stations should have city names whenever possible. If the first prioritized name category has already been taken by a transit station (owned by any transit agency), the agency selects another name within these categories.

3.3.2.b **Bus rapid transit stations.** The agency names bus rapid transit stations similarly to existing bus stops to reduce passenger confusion. Bus rapid transit station names should be chosen in this order: 1) transit facility where the station is located and 2) street or intersection.

3.3.3 **Criteria for evaluating and choosing a permanent name.** When multiple station name options are identified, station names must be considered based on their adherence to the following principles:

3.3.3.a **Avoid redundancy:** Be distinct from names of existing stations including those owned by the agency and those owned by other transit agencies, unless stations are co-located.

3.3.3.b **Be appropriate:** Utilize language that is appropriate throughout communities within the service area.

3.3.3.c **Be accessible:** Comply with the Americans with Disabilities Act and have positive or neutral impacts to passengers with disabilities.

3.3.3.d **Be intuitive:** Be easy to understand and use for all passengers, including passengers with limited English proficiency.

3.3.3.e **Be easily implemented:** Work well throughout the passenger experience (e.g., audio, visual and tactile experiences).

3.3.3.f **Reflect geography:** Avoid corporate names, honorific naming and commercial references.

3.3.3.g **Be brief and easy to remember:** Be three words or less, 26 characters or less, easy to read and memorable.

- 3.3.4 **Public input.** Staff seeks input through public, jurisdiction, partner, passenger and stakeholder engagement that informs the naming process. Staff presents the results of the input to the Board for consideration when selecting final station names.
- 3.3.5 **Board adoption.** The Board adopts final station names based on the criteria outlined in this policy.
- 3.3.6 **Renaming.** The agency renames stations only in rare circumstances when the benefit to passengers outweighs the inherent advantages of retaining the existing name.
  - 3.3.6.a The agency should only consider renaming a station after 10 years of revenue service or the adoption of the previous name, whichever is most recent.
  - 3.3.6.b To reduce rework costs, renaming should align with system expansion efforts.
  - 3.3.6.c A requestor outside of the agency must complete the following applicable actions to propose a change to a station name:
    - Conduct outreach in the surrounding community,
    - Demonstrate significant local support for the rename,
    - Show a significant quality increase between the old and new name,
    - Demonstrate how the proposed name adheres to the criteria in this policy and
    - Commit to pay for the associated systems cost of the station renaming.
  - 3.3.6.d Upon completion of section 3.3.6.c, staff presents the Board with analysis pursuant to this policy. The Board determines whether to adopt the proposed rename.

### 3.4 Naming of lines

- 3.4.1 Line names for all modes use an alphanumeric identifier as the primary name, end-of-line stations as the secondary name, and line colors and shape icons as supporting visual indicators.
- 3.4.2 Names are determined, used and retired based on the following criteria:
  - 3.4.2.a Extensions of existing rail and bus rapid transit lines use the end-of-line station and mode name.
  - 3.4.2.b New rail lines use both end-of-line stations and the mode name, while new bus rapid transit lines use the primary corridor and mode name.
  - 3.4.2.c Project names are permanently retired after revenue service begins, at which point the line name is used.

### 3.5 Naming of non-station facilities. Sound Transit-owned non-station facilities should be named according to the following naming conventions.

- 3.5.1 Transit centers that serve express bus lines are named after the city or neighborhood in which they are located.
- 3.5.2 Parking garages follow the name of the station at which they are located.
- 3.5.3 Operations and maintenance facilities, maintenance bases and bus bases are assigned a cardinal direction to differentiate them based on location.

3.5.4 Maintenance of way buildings, which, if present at an operations and maintenance facility, are simply named maintenance of way. If located outside of an operations and maintenance facility, the name is assigned a cardinal direction.

3.5.5 Portals are generally named after the neighborhood location or nearest station.

3.6 **Honorific and memorial naming.** Sound Transit names stations and lines to facilitate wayfinding for passengers and not to honor or memorialize individuals, events or groups.

3.7 **Corporate naming.** Sound Transit does not sell naming rights for stations, lines or non-station facilities.

3.8 **Delegation of authority.** The chief executive officer is authorized to name lines and non-station facilities consistent with the criteria in this policy.

#### 4.0 References

4.1 Motion No. M98-58 Policy on Design Issues for ATMs, Bicycles, Passenger Amenities and Signage

4.2 Motion No. M98-60 Policy on Design Issues for Link Light Rail

4.3 Motion No. M99-46 Revised Policy Regarding Advertising on Sound Transit Vehicles and at Transit Facilities and Stations

4.4 Resolution No. R2011-15 Inclusive Public Participation and Community Outreach (Title VI) Policy

4.5 Resolution No. R2013-03 Parking and System Access Policy

ADOPTED by the Board of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on October 28, 2021.



Paul Roberts  
Board Vice Chair

#### Attest:



Kathryn Flores  
Board Administrator