

MOTION NO. M2012-36
Adopting Station and Facility Names for the North Link and University Link Projects

MEETING:	DATE:	TYPE OF ACTION:	STAFF CONTACT:	PHONE:
Capital Committee	06/14/12	Recommendation to Board	Ahmad Fazel, DECM Executive Director	206-398-5389
Board	06/28/12	Final Action	Brooke Belman, DECM Community Outreach Director	206-398-5238

PROPOSED ACTION

Adopting the permanent facility and station names for the North Link and University Link Projects.

KEY FEATURES

- This action adopts the permanent station and facility names for the North Link and University Link Projects.
 - Capitol Hill Station
 - University of Washington Station
 - U District Station
 - Roosevelt Station
 - Maple Leaf Portal
 - Northgate Station
- The proposed permanent station and facility names meet the naming criteria established by the Board in the Facility and Link System Naming Policy:
 - Reflect the nature of the environment: neighborhoods, street names, landmarks, geographical locations
 - Be brief, easy to read and remember
 - Comply with federal Americans with Disabilities Act (ADA) guidelines and requirements and be limited to 30 characters
 - Avoid commercial references because they may change, prove confusing to the public and be costly to change
 - Avoid similar names or words in existing facility names
- The Facility and Link System Naming Policy calls for the Board to adopt permanent facility names when it baselines a project budget and schedule (Gate 5 of the Phase Gate process). The Board will consider adoption of the North Link – University of Washington to Northgate Project baseline the budget and schedule at the June 28, 2012 meeting. Station names will also be considered at that meeting.

DESCRIPTION AND BACKGROUND

The Board adopted the Facility and Link System Naming Policy in February 2012. The policy established a process, timeframe, and criteria for naming facilities. The process includes three phases, internally identifying and evaluating potential names based on the criteria, receiving public input, and Board input and action at Gate 5 of the Phase Gate process. The policy requires public and stakeholder input be received during the 30% facility design review process. This requirement was met for North Link and each public meeting on station design included discussion of potential names and collection of public feedback. University Link passed through Phase Gate 5 before the policy was adopted, but as preparation for this action staff has collected feedback from the

project's local communities and stakeholders. Additionally, public involvement has been ongoing throughout the various phases of both projects and the proposed station names are consistent with input received over the years.

Communications about potential permanent station names were folded into regular project communications. In those communications, the Board was identified as the final authority in determining a permanent name. Stakeholders, jurisdictional partners, and transit agencies were notified of the naming process and how to provide input. An e-update including a survey was emailed to approximately 6,500 members of various project email lists. Many local neighborhood blogs and newsletters published articles about the potential permanent station and facility names and how to provide input.

Sound Transit and local communities have been working together on station design over the past few years, using temporary working names. The temporary working names are recommended for the permanent names, with one exception. The station temporarily named the Brooklyn Station, located in the University District at the corner of NE 45th Street and Brooklyn Avenue N is proposed to be named the U District Station.

Temporary Working Station Name	Proposed Permanent Station Name
Capitol Hill Station	Capitol Hill Station
University of Washington Station	University of Washington Station
Brooklyn Station	U District Station
Roosevelt Station	Roosevelt Station
North Portal	Maple Leaf Portal
Northgate Station	Northgate Station

“U District Station” represents the local neighborhood and meets the policy criteria to avoid using similar names at multiple stations. Sound Transit received comments recommending that the existing University Street Station in the Downtown Seattle Transit Tunnel be renamed to better represent its location. Changing the University Street Station name requires discussion and coordination with King County Metro.

Public and stakeholder feedback was used to confirm the list of the proposed permanent station names. While the majority of feedback received supports the proposed names, we heard some support for different names for the University of Washington and the U District stations.

FISCAL INFORMATION

No change for signage production budget for either project is anticipated because signage fabrication has not yet occurred. Updating materials will be limited to the extent possible by using existing materials and updating with new graphics upon the next reorder or publication.

SMALL BUSINESS PARTICIPATION

Not applicable to this action.

EQUAL EMPLOYMENT WORKFORCE PROFILE

Not applicable to this action.

ENVIRONMENTAL COMPLIANCE

JI 6/1/2012

PRIOR BOARD/COMMITTEE ACTIONS

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

TIME CONSTRAINTS

A one month delay would not create a significant impact to the schedule.

PUBLIC INVOLVEMENT

Information about the proposed station names and a request for feedback on permanent names was e-mailed to project and general Sound Transit mailing lists (approximately 6,500 people) on May 30th. The information included a link to an internet-based survey on permanent names for the University and North Link stations. The survey was available for public and stakeholder input from May 30, 2012 through June 8, 2012. Since the start of final design for the North Link project, the agency has collected feedback at 17 public meetings and presented information at numerous community and stakeholder organizations for both projects. The monthly project newsletters, which are distributed to 6,000 people each month, have contained information about the naming process and the proposed permanent names and process. Many local neighborhood blogs and newsletters have carried articles about the potential permanent station and facility names and how to provide input. Also, stakeholders, jurisdictional partners, and transit agencies were notified of the naming process and how to provide input.

LEGAL REVIEW

JW 6/8/12