

Motion No. M2022-44

Adopting Station Names for the Downtown Redmond Link Extension

Meeting:	Date:	Type of action:	Staff contact:
System Expansion Committee	06/09/2022	Recommend to Board	Ron Lewis, Executive Director – DECM
Board	06/23/2022	Final action	Tony Raben, Executive Project Director – Downtown Redmond Link Extension Becca Aue, Light Rail Development Manager – Downtown Redmond Link Extension

Proposed action

Adopts the permanent station names for the two stations included as part of the Downtown Redmond Link Extension.

Key features summary

- This action adopts the permanent names for the two stations included as part of the Downtown Redmond Link Extension (DRLE).
- The Downtown Redmond Link Extension naming process began in 2020 collecting feedback from members of the public as well as the city of Redmond and King County. Project staff created a comprehensive list of station name options and vetted the options for adherence with Sound Transit’s station naming policy. Agency staff coordinated with the City and County to narrow the shortlist of potential names and solicited feedback on potential names from additional Redmond stakeholders.
- The proposed permanent station names were evaluated by City of Redmond and King County staff on how compliant the station names are with Sound Transit’s Station, Line and Facility Naming Policy, updated in October 2021 via Resolution No. R2021-14, established by the Board.
- Two names are being proposed for board consideration for the terminus station in downtown Redmond - the names are “Downtown Redmond Station” and “Redmond Downtown Station”.
 - Downtown Redmond Station is most compliant with the Policy. The name reflects the neighborhood/area where the station is located, is intuitive and easy to remember. This name is also the preference of the City of Redmond.
 - “Redmond Downtown” is less compliant with the policy criteria. It’s redundant with “Redmond Technology Station” two stops away, and not as intuitive or easy to remember.
- Two names are being proposed for board consideration for the station in SE Redmond adjacent to Marymoor Park and the future Marymoor Village transit-oriented development (TOD) - the names are “Marymoor Station” and “Marymoor Village Station”.
 - Marymoor Station is most compliant with the Policy. It’s short, intuitive, easy to remember, and

avoids potential rider confusion with Overlake Village Station two stops away.

- Marymoor Village Station, while less compliant with the policy, is the stated preference of both the City of Redmond and the King County Executive. The name supports the City's vision for and raises public awareness of the Marymoor Village Transit-oriented Development (TOD) planned for the station area. The first Marymoor Village project is in construction, but full build-out of Marymoor Village will take many years.

Background

The Downtown Redmond Link Extension (DRLE) extends East Link approximately 3.4 miles from the future Redmond Technology light rail station at NE 40th Street in Redmond to the East Corridor terminus station at 166th Ave. NE in Downtown Redmond and includes two stations and a 1400-space parking garage. Funding for final design and construction was approved with the passage of ST3 in November 2016. Notice to Proceed was issued to the design-build contractor in September 2019. Service to Downtown Redmond is currently planned to begin in 2024.

The Board originally adopted the Facility and Link System Naming Policy in February 2012 which established a process, timeframe, and criteria for naming facilities. In October 2021, the Board updated the agency Station Naming Policy, via Resolution No. R2021-14, to ensure stations and facility names remain relevant, allow for future system expansion, and most importantly, embrace best practice to help reduce rider confusion and help passengers find their way within the system.

The policy states that Station names must be considered based on their adherence to the following principles:

- 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.
- Be appropriate: Utilize language that is appropriate throughout communities within the service area.
- Be accessible: Comply with the Americans with Disabilities Act and have positive or neutral impacts to passengers with disabilities.
- Be intuitive: Be easy to understand and use for all passengers, including passengers with limited English proficiency.
- Be easily implemented: Work well throughout the passenger experience (e.g., audio, visual and tactile experiences).
- Reflect geography: Avoid corporate names, honorific naming, and commercial references.
- Be brief and easy to remember: Be three words or less, 26 characters or less, easy to read and memorable.

The station name evaluation process includes three phases: internally identify and evaluate potential names based on defined criteria; receive input from the public, local jurisdictions, and the Sound Transit Board; and approval by the Board.

In addition, the policy identifies that the 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.

Policy Evaluation

An internal committee comprised of staff from the Downtown Redmond Link Extension project, Government and Community Relations, Passenger Experience and Community Engagement evaluated the shortlist of names against the criteria listed in the policy. Additionally, approximately 700 survey respondents were asked to assess proposed names based on the criteria. The key findings were:

- “Downtown Redmond Station” complies well with all of the policy criteria. The name reflects the neighborhood the station is located in, is intuitive, and easy to remember. The name is supported by the public and key stakeholders.
- “Redmond Downtown” is less compliant with the policy criteria. It’s redundant with “Redmond Technology Station” two stops away, and not as intuitive or easy to remember.
- “Marymoor Station” complies well with all of the policy criteria. It’s short, intuitive, easy to remember, and avoids potential confusion with other nearby stations. It refers to existing and future landmarks (i.e. Marymoor Park, Marymoor Village, etc.)
- “Marymoor Village Station” is less compliant with the policy criteria based on existing geography and development.
 - The name could create rider confusion with Overlake Village station two stops away.
 - The majority of public survey respondents found the name to not be intuitive or easy to remember, and felt that it did not make it easy to understand where the station is located or what could be accessed from the station.
 - While Marymoor Village does not yet exist, the first development is under construction and Sound Transit may have surplus property that could be used to support the transit investment by creating TOD.
 - This name is the stated preference of both the City of Redmond and the King County Executive. The name supports the City’s vision for and raises public awareness of the Marymoor Village TOD planned for the station area.

Evaluation Summary:

	Avoids redundancy	Appropriate	Accessible	Intuitive	Easily implemented	Reflects geography	Brief and easy to remember	Public feedback	City/County Executive feedback
Downtown Redmond	✓	✓	✓	✓	✓	✓	✓	✓	✓
Redmond Downtown	✗	✓	✓	-	✓	✓	-	-	
Marymoor	✓	✓	✓	✓	✓	✓	✓	✓	
Marymoor Village	-	✓	✓	-	✓	-	-	✗	✓

Key	
✓	Compliant
✗	Not compliant
-	Neutral

Project status

-----○-----					
Project Identification	Project Refinements	Conceptual Engineering/ Environmental Review	Preliminary Engineering	Final Design	Construction

Projected Revenue Service Date: December 2024

Project scope, schedule, and budget summary is located on page 15 of the April 2022 Agency Progress Report.

Fiscal information

There is no financial impact for this action.

Disadvantaged and small business participation

Not Applicable to this action.

Public involvement

The DRLE station naming process began in 2020, prior to the policy update, and collected feedback from more than 700 members of the public as well as the City of Redmond and King County.

Before the policy was updated project staff:

- Created a comprehensive list of station name options and vetted the options for adherence with Sound Transit's station naming policy that was in place at the time
- Coordinated with the City and County to further narrow the shortlist of potential names
- Solicited feedback on potential names from additional Redmond stakeholders, including business owners and members of the public.
- Received a letter from the City of Redmond Mayor's office in January 2020 recommending "Downtown Redmond Station" for the Downtown station.
- Received a jointly signed letter from the City of Redmond Mayor's office and the King County Executive's office in January 2020 recommending "Marymoor Village" for the SE Redmond station.
- Conducted a Sounding Board survey in spring 2021 where 265 Sound Transit riders shared reactions to a list of station names being considered for Downtown Redmond Link Extension, with particular emphasis towards reducing confusion between similar names and getting input on any problems that may not have been considered.

After the policy was updated in October 2021 project staff:

- Vetted and ranked the options for adherence with Sound Transit's updated station naming policy criteria
- Met with the City, County and East King board members to share the results of the updated staff evaluation and the Sounding Board survey, discuss how the potential names meet the policy criteria, gather feedback, and further refine the short list of names to consider.
- Conducted a second survey of Redmond residents focused on the final two names for SE Redmond Station. 465 respondents evaluated how the names "Marymoor Station" and "Marymoor Village Station" each met the updated station naming policy criteria.
- Met again with City, County and East King board members to share the results of the second survey and discuss the final naming proposals.
 - The City reiterated their support for "Marymoor Village Station" which supports their vision for and raises public awareness of the "Marymoor Village" TOD planned for the station area. While the name does not reflect the existing geography, the place will become more commonly known by the public as it continues to take shape (the first Marymoor Village development is under construction now).

Time constraints

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

Prior Board/Committee actions

Resolution No. R2021-14: Updated the agency Station Naming Policy to ensure stations and facility names remained relevant, allowed for future system expansion, and embraced best practice to reduce rider confusion and help passengers find their way within the system.

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

Environmental review – KH 5/24/22

Legal review – AJP 6/3/22

Motion No. M2022-44

A motion of the Board of the Central Puget Sound Regional Transit Authority adopting the permanent station names for the two stations included as part of the Downtown Redmond Link Extension.

Background

The Downtown Redmond Link Extension (DRLE) extends East Link approximately 3.4 miles from the future Redmond Technology light rail station at NE 40th Street in Redmond to the East Corridor terminus station at 166th Ave. NE in Downtown Redmond and includes two stations and a 1400-space parking garage. Funding for final design and construction was approved with the passage of ST3 in November 2016. Notice to Proceed was issued to the design-build contractor in September 2019. Service to Downtown Redmond is currently planned to begin in 2024.

The Board originally adopted the Facility and Link System Naming Policy in February 2012 which established a process, timeframe, and criteria for naming facilities. In October 2021, the Board updated the agency Station Naming Policy, via Resolution No. R2021-14, to ensure stations and facility names remain relevant, allow for future system expansion, and most importantly, embrace best practice to help reduce rider confusion and help passengers find their way within the system.

The policy states that Station names must be considered based on their adherence to the following principles:

- 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.
- Be appropriate: Utilize language that is appropriate throughout communities within the service area.
- Be accessible: Comply with the Americans with Disabilities Act and have positive or neutral impacts to passengers with disabilities.
- Be intuitive: Be easy to understand and use for all passengers, including passengers with limited English proficiency.
- Be easily implemented: Work well throughout the passenger experience (e.g., audio, visual and tactile experiences).
- Reflect geography: Avoid corporate names, honorific naming, and commercial references.
- Be brief and easy to remember: Be three words or less, 26 characters or less, easy to read and memorable.

The station name evaluation process includes three phases: internally identify and evaluate potential names based on defined criteria; receive input from the public, local jurisdictions, and the Sound Transit Board; and approval by the Board.

In addition, the policy identifies that the 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.

Policy Evaluation

An internal committee comprised of staff from the Downtown Redmond Link Extension project, Government and Community Relations, Passenger Experience and Community Engagement evaluated the shortlist of names against the criteria listed in the policy. Additionally, approximately 700 survey respondents were asked to assess proposed names based on the criteria. The key findings were:

- “Downtown Redmond Station” complies well with all of the policy criteria. The name reflects the neighborhood the station is located in, is intuitive, and easy to remember. The name is supported by the public and key stakeholders.
- "Redmond Downtown" is less compliant with the policy criteria. It's redundant with "Redmond Technology Station" two stops away, and not as intuitive or easy to remember.
- “Marymoor Station” complies well with all of the policy criteria. It's short, intuitive, easy to remember, and avoids potential confusion with other nearby stations. It refers to existing and future landmarks (i.e. Marymoor Park, Marymoor Village, etc.)
- “Marymoor Village Station” is less compliant with the policy criteria based on existing geography and development.
 - The name could create rider confusion with Overlake Village station two stops away.
 - The majority of public survey respondents found the name to not be intuitive or easy to remember, and felt that it did not make it easy to understand where the station is located or what could be accessed from the station.
 - While Marymoor Village does not yet exist, the first development is under construction and Sound Transit may have surplus property that could be used to support the transit investment by creating TOD.
 - This name is the stated preference of both the City of Redmond and the King County Executive. The name supports the City's vision for and raises public awareness of the Marymoor Village TOD planned for the station area.

Evaluation Summary:

	Avoids redundancy	Appropriate	Accessible	Intuitive	Easily implemented	Reflects geography	Brief and easy to remember	Public feedback	City/County Executive feedback
Downtown Redmond	✓	✓	✓	✓	✓	✓	✓	✓	✓
Redmond Downtown	✗	✓	✓	-	✓	✓	-	-	
Marymoor	✓	✓	✓	✓	✓	✓	✓	✓	
Marymoor Village	-	✓	✓	-	✓	-	-	✗	✓

Key	
✓	Compliant
✗	Not compliant
-	Neutral

This action adopts the permanent names for the two stations included as part of the Downtown Redmond Link Extension (DRLE). The Downtown Redmond Link Extension naming process began in 2020 collecting feedback from members of the public as well as the city of Redmond and King County. Project staff created a comprehensive list of station name options and vetted the options for adherence with Sound Transit’s station naming policy. Agency staff coordinated with the City and County to narrow the shortlist of potential names and solicited feedback on potential names from additional Redmond stakeholders.

The proposed permanent station names were evaluated by City of Redmond and King County staff on how compliant the station names are with Sound Transit’s Station, Line and Facility Naming Policy, updated in October 2021 via Resolution No. R2021-14, established by the Board.

Two names are being proposed for board consideration for the terminus station in downtown Redmond - the names are “Downtown Redmond Station” and “Redmond Downtown Station”. Downtown Redmond Station is most compliant with the Policy. The name reflects the neighborhood/area where the station is located, is intuitive and easy to remember. This name is also the preference of the City of Redmond. “Redmond Downtown” is less compliant with the policy criteria. It’s redundant with “Redmond Technology Station” two stops away, and not as intuitive or easy to remember.

Two names are being proposed for board consideration for the station in SE Redmond adjacent to Marymoor Park and the future Marymoor Village transit-oriented development (TOD) - the names are “Marymoor Station” and “Marymoor Village Station”. Marymoor Station is most compliant with the Policy. It’s short, intuitive, easy to remember, and avoids potential rider confusion with Overlake Village Station two stops away. Marymoor Village Station, while less compliant with the policy, is the stated preference of both the City of Redmond and the King County Executive. The name supports the City’s vision for and

raises public awareness of the Marymoor Village Transit-oriented Development (TOD) planned for the station area. The first Marymoor Village project is in construction, but full build-out of Marymoor Village will take many years.

Motion

It is hereby moved by the Board of the Central Puget Sound Regional Transit Authority that the permanent station names for the two stations included as part of the Downtown Redmond Link Extension are adopted as follows:

- Downtown Redmond Station
- Marymoor Village Station

APPROVED by the Board of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on June 23, 2022.



Claudia Balducci
Board Chair Pro Tem

Attest:



Kathryn Flores
Board Administrator