

Motion No. M2023-86

Changing the names of the Bel-Red/130th and Spring District/120th Stations within the East Link Extension

Meeting:	Date:	Type of action:	Staff contact:
Rider Experience and Operations Committee	10/05/2023	Recommend to Board	Russ Arnold, Deputy CEO, Chief Service Delivery Officer
Board	10/26/2023	Final action	Marie Olson, Acting Executive Director, Passenger Experience Candace Toth, Manager, Wayfinding and Signage

Proposed action

Changes the name of the Bel-Red/130th Station to BelRed Station and the Spring District/120th Station to Spring District Station within the East Link Extension.

Key features summary

- These stations are being renamed to provide better wayfinding for customers, and align with Sound Transit’s Station, Line and Facility Naming Policy, updated by the Board in October 2021 through Resolution No. R2021-14.
 - The City of Bellevue submitted an email of support for these name changes to Sound Transit’s CEO.
 - The proposed name changes were evaluated by Sound Transit staff.
- These name changes better align with agency naming criteria, emphasize neighborhood names over street names, and provide shorter/easier to remember station names.
- These name changes do not have an impact on back of house station codes, used for passenger safety or emergency responders. These changes will not impact the “BRS” and “SDS” back of house codes used in the agency’s SCADA system by LCC and/or first responders.
- There is minimal cost to these name changes if considered now and implemented as part of the work for the East Link Starter Line. These changes can be incorporated into required agency work for opening the Starter Line and be accommodated by existing workflows and budgets.

Background

East Link extends light rail 14 miles from downtown Seattle to downtown Bellevue and the Overlake area of Redmond via I-90, with stations serving Rainier Avenue/I-90, Mercer Island, South Bellevue, Downtown Bellevue, Overlake Hospital, the Bel-Red Corridor, Overlake Village, and the Overlake Transit Center. The East Link project route, profiles, and station locations, including the tunnel route in downtown Bellevue, were selected by the Sound Transit Board on July 28, 2011, and amended on April 25, 2013. In April 2015, the Sound Transit Board established the baseline budget and schedule for the project. In August 2023 the Sound Transit Board authorized the phased opening of East Link Extension via the East Link Starter Line. Revenue service on the 2 Line between Redmond Technology Station and South Bellevue Station is forecasted for 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. This policy was used to adopted station names for the East Link Extension through Motion No. M2015-58 in June 2015. At that time, Bel-Red/130th Station and Spring District/120th Station were selected as names for the two of the East Link stations. The Board selected this name based upon feedback from the community and major stakeholders.

In October 2021, the Board updated the agency station naming policy, through 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.

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

After adoption of the updated naming policy, staff recommended modifying Bel-Red/130th Station to BelRed Station, and Spring District/120th Station to Spring District Station to better align with naming policy criteria, shorten the station names, and emphasize neighborhood identities over street names. In March 2023, the City of Bellevue submitted a request via email to modify these station names and supported Sound Transit staff's recommendations for these two station name modifications:

- That the current station known as Spring District/120th to be renamed to **Spring District**
- That the current station known as Bel-Red/130th be renamed to **BelRed**

Both parties believe that changing these two station names maintains the original rationale for the station name and doesn't alter the existing name in a substantial way.

Station names and any changes to adopted names need to be approved by the Sound Transit Board.

Fiscal information

There is no direct fiscal action associated with the action. The change of the signages and other agency assets pertaining to the two stations' names are performed in conjunction with the East Link Starter Line schedule and its costs are already assumed in the East Link Starter Line budget.

This action does not have an impact of the affordability of the Agency's Finance Plan.

Disadvantaged and small business participation

Not applicable to this action.

Public involvement

Stakeholders from the City of Bellevue were engaged to evaluate these station name modifications. The City of Bellevue submitted a letter of support via email to Sound Transit's CEO in March 2023, requesting these name changes.

Time constraints

A one-month delay would impact the agency's ability and cost to implement these changes. Approval by the Board in October 2023 is required to implement modified station names for the East Link Starter Line.

Prior Board/Committee actions

Resolution No. R2021-14: Adopted an updated Station, Line and Facility Naming Policy and superseded Resolution No. R2012-02.

Motion No. M2015-58: Adopted the permanent station names for East Link Extension.

Environmental review – KH 9/22/23

Legal review – AJP 9/25/23

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A motion of the Board of the Central Puget Sound Regional Transit Authority changing the name of the Bel-Red/130th Station to BelRed Station and the Spring District/120th Station to Spring District Station within the East Link Extension.

Background

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Motion

It is hereby moved by the Board of the Central Puget Sound Regional Transit Authority changing the name of the Bel-Red/130th Station to BelRed Station and the Spring District/120th Station to Spring District Station within the East Link Extension.

APPROVED by the Board of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on October 26, 2023.



Dow Constantine
Board Chair

Attest:


Kathryn Flores
Board Administrator