

Motion No. M2024-58

Adopting Station Names for the Stride Bus Rapid Transit Program

Meeting:	Date:	Type of action:	Staff contact:
Rider Experience and Operations Committee Board	9/23/2024 9/26/2024	Recommend to Board Final action	Marie Olson, Executive Director, Passenger Experience Candace Toth, Deputy Director, Wayfinding & Signage

Proposed action

Adopts the permanent station names for all Bus Rapid Transit (BRT) stations included as part of the I-405 and SR522/NE 145th Street Stride BRT Projects.

Key features summary

- This action adopts the permanent names for all BRT stations included in the I-405 (S1/S2) and SR-522/NE 145th Street (S3) Stride BRT Projects.
- Agency staff met with staff from local jurisdictions to discuss the station naming process and to review a list of proposed names composed by agency staff. Sound Transit extended two online surveys, one via the Sounding Board and one large online survey, a station naming workshop, and six “pop up” events where participants ranked their preferences of a short list of names or provided suggestions.
- The proposed permanent station names were evaluated by staff based on Sound Transit’s Station, Line and Facility Naming Policy, updated in October 2021 via Resolution No. R2021-14, established by the Board.
- For S1 Line stations the following names were evaluated as most compliant with the Policy and received community support during engagement rounds in summer of 2024:
 - Burien Transit Center
 - Tukwila International Blvd Station
 - Renton Transit Center
 - City of Renton favored “Renton Transit Center” and public input was mixed, revealing many passengers were unaware of the existing Renton Transit Center being replaced by this new facility and more outreach with our transit partners is necessary.
 - Renton / NE 44th Station
 - Public input and the City of Renton favored “Renton / NE 44th Station” as it provides greater geographic clarity.
 - Bellevue Transit Center
- For S2 Line stations the following names were evaluated as most compliant with the Policy and received community support during engagement rounds in summer of 2024:

- Bellevue Transit Center
- Kirkland / NE 85th Station
 - Public input and the City of Kirkland favored “Kirkland / NE 85th Station” as it provides greater geographic clarity.
- Totem Lake Station
 - Public input favored renaming Totem Lake Freeway Station to “Totem Lake Station” for simplicity and clarity.
- Brickyard Station
- Bothell / Woodinville Transit Center
 - Public input and City of Bothell favored “Bothell / Woodinville Transit Center” as it provides geographic clarity. “North Creek Transit Center” was tested as an alternative, and while a shorter name was not as geographically clear.
- Canyon Park Station
- Lynnwood City Center Station
- For S3 Line stations the following names were evaluated as most compliant with the Policy and received community support during engagement rounds in summer of 2024:
 - Shoreline South / 148th Station
 - 15th Ave NE Station
 - 30th Ave NE Station
 - NE 153rd St Station
 - 165th St Station
 - Ballinger Way Station
 - 61st Ave NE Station
 - 68th Ave NE Station
 - Kenmore Park & Ride
 - 98th Ave NE Station
 - 104th Ave NE Station
 - UW Bothell / Cascadia College Station
 - Beardslee Blvd Station
 - Intersection names were initially proposed for S3 stations and public input favored cross street names, as they provide a shorter, simpler name that is easier to remember. City feedback was also favorable.
 - Bothell / Woodinville Transit Center

Background

The Stride Bus Rapid Transit (BRT) program is comprised of 24 BRT stations along three service corridors. The S1 line will run from Burien to Bellevue, the S2 line will run from Bellevue to Lynnwood, and the S3 line will run from Shoreline to Bothell. The Stride program covers 45 miles of service along freeway corridors (S1/S2) and arterial corridors (S3). Most of the stations along S1/S2 will either be within an existing or new transit center or at major freeway interchanges; most of the stations along S3 will be located at or very close to existing transit stops. The Stride system will connect to partner agency transit service at most locations as well as Link light rail (Lynnwood City Center, Bellevue Downtown, Shoreline South/148th, and Tukwila Int'l Blvd Stations), and the S2/S3 lines will connect with each other in Bothell at the SR 522/I-405 interchange.

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.

In addition, the policy identifies that the names for bus rapid transit stations should be chosen in this order:

- 1) Transit facility where the station is located
- 2) Street or intersection where the station is located

Policy Evaluation

An internal committee comprised of staff from the Bus Rapid Transit program, Government and Community Relations, Passenger Experience and Community Engagement evaluated the shortlist of names against the criteria listed in the policy. Based on this evaluation, as well as considering public and jurisdictional input, the station names most compliant with the policy are:

S1 Line Station Names: Burien - Bellevue

Shortlisted Permanent Name	Name: TC or Street	Avoids redundancy	Appropriate	Accessible	Intuitive	Easily implemented	Reflects geography	Brief / easy to remember	Public feedback	City feedback
All other S1 stations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
South Renton Transit Center	✓	-	✓	✓	✓	✓	✓	✓	-	-
Renton Transit Center	✓	✓	✓	✓	✓	✓	✓	✓	-	✓
NE 44th Station	✓	✓	✓	✓	✓	✓	-	✓	-	-
Renton / NE 44th Station	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

S2 Line Station Names: Bellevue – Lynnwood

Shortlisted Permanent Name	Name: TC or Street	Avoids redundancy	Appropriate	Accessible	Intuitive	Easily implemented	Reflects geography	Brief / easy to remember	Public feedback	City feedback
All other S2 stations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Kirkland / NE 85th Station	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
NE 85th Station	✓	✓	✓	✓	✓	✓	-	✓	-	-
Bothell / Woodinville Transit Center	✓	✓	✓	✓	✓	✓	✓	-	✓	✓
North Creek Transit Center	✓	✓	✓	✓	✓	✓	-	✓	✓	✓

S3 Line Station Names: Shoreline - Bothell

Shortlisted Permanent Name	Name: TC or Street	Avoids redundancy	Appropriate	Accessible	Intuitive	Easily implemented	Reflects geography	Brief / easy to remember	Public feedback	City feedback
S3 Cross Street Names	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Key	
✓	Compliant
-	Neutral / Mixed results
×	Not Compliant

Fiscal information

There is no direct fiscal action associated with this action.

Disadvantaged and small business participation

Not applicable to this action.

Public involvement

The Station, Line and Facility Naming Policy requires public and stakeholder input be received during the station naming process. To meet this requirement, public meetings and materials included discussion of potential names and collection of public feedback. Based on this feedback along with input from the community and partner jurisdictions, Sound Transit extended the station naming public involvement process to include:

- Staff created a comprehensive list of station name options and vetted the options for adherence with Sound Transit's station naming policy.
- Meetings with staff from local jurisdictions to discuss the station naming process, to review the list of proposed names composed by agency staff prior to public outreach, and to review results of public outreach.
- Executed an initial online survey utilizing the Sounding Board, a monthly survey extended by Sound Transit to approximately 200+ participants, where participants were asked to rank their preferences of a short list of names or to provide suggestions. Results from the initial survey further informed the short list of names used for public outreach. Station names that tested well moved forward through public outreach with one name option. Station names with mixed results moved forward through public outreach with multiple name options being evaluated.
 - Participants strongly favored renaming Totem Lake Freeway Station to "Totem Lake Station" for simplicity and clarity during the initial survey. Totem Lake Station was also strongly favored over Totem Lake / Kingsgate Station. As a result, Totem Lake Station was advanced through public outreach.
 - I-405 & SR 522 Transit Center tested poorly, and as a result a workshop focus group was executed to develop name options that better met policy criteria for evaluation during public outreach.
 - For the S3 Line stations, intersection names were initially proposed by staff and public input favored cross street names, as they provide a shorter, simpler name that is easier to remember. City feedback was also favorable. Cross street names were advanced through public outreach.
- A workshop where participants worked to create name options that aligned with ST standards and spoke to the local experience. was held at the Bothell Library on April 15, 2024.
 - Participants strongly favored "Bothell / Woodinville Transit Center" and "North Creek Transit Center" during the workshop, and as a result both name options advanced through public outreach.
- An online survey which received over 1,100 responses, where participants could fill out a survey ranking their preferences of a short list of names and provide suggestions and comments.
 - In the survey participants were asked to rate how well the proposed names aligned with Sound Transit's station naming policy.

- Six station naming “pop up” events took place in May 2024 at transit centers to answer general questions about the Stride program and encourage transit riders to participate in the station naming process survey.
 - The locations of the pop-ups were heavily influenced by real time results indicating which jurisdictions had the lowest response rates.
- Postings on social media with a survey link to over 32,226 users in Bothell, Woodinville, Kirkland, Bellevue, Renton and Kenmore to inform them of the opportunity to participate in the station naming process survey.
- Distribution of electronic newsletters with a survey link to over 4,300 users to inform them of the opportunity to participate in the station naming process survey.
- All project communications about potential permanent station names identified the Sound Transit Board as the final authority in determining permanent station names.

The online survey was publicly available from May 13, 2024 to May 31, 2024. Sound Transit received the following feedback on the list of names that participants of the survey (both online and in-person) were asked to rate.

- Participants results were mixed for “Renton Transit Center” vs “South Renton Transit Center” revealing many passengers were unaware that the existing Renton Transit Center would be replaced by this new facility. Staff recommends “Renton Transit Center”, which is favored by the City of Renton. Staff also note that more outreach with our transit partners is necessary to raise awareness of the existing Renton Transit Center closing and being replaced by the BRT facility.
- Participants and the City of Renton favored “Renton / NE 44th Station” over “NE 44th Station” as it provides greater geographic clarity.
- Participants and the City of Kirkland favored “Kirkland / NE 85th Station” over “NE 85th Station” as it provides greater geographic clarity.
- Participants favored “Bothell / Woodinville Transit Center” as it provides geographic clarity. “North Creek Transit Center” was tested as an alternative, and while a shorter name was not as geographically clear. Staff recommends “Bothell / Woodinville Transit Center.”
- This public feedback was shared with staff at the Cities of Bothell, Kirkland, and Renton. The total number of comments and survey responses through all phases of public engagement was 1,100.

Time constraints

Approval by the Board in December is required to implement approved station names into design documents and contracts. A one-month delay would not cause a significant impact to the project schedule.

Prior Board/Committee actions

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

Environmental review – EG 8/26/24

Legal review – AJP 9/9/24



Motion No. M2024-58

A motion of the of Board the Central Puget Sound Regional Transit Authority adopting permanent station names for all Bus Rapid Transit (BRT) stations included as part of the I-405 and SR522/NE 145th Street Stride BRT projects.

Background

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South Renton Transit Center	✓	-	✓	✓	✓	✓	✓	✓	-	-
Renton Transit Center	✓	✓	✓	✓	✓	✓	✓	✓	-	✓
NE 44th Station	✓	✓	✓	✓	✓	✓	-	✓	-	-
Renton / NE 44th Station	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

S2 Line Station Names: Bellevue – Lynnwood

Shortlisted Permanent Name	Name: TC or Street	Avoids redundancy	Appropriate	Accessible	Intuitive	Easily implemented	Reflects geography	Brief / easy to remember	Public feedback	City feedback
All other S2 stations	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Kirkland / NE 85th Station	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
NE 85th Station	✓	✓	✓	✓	✓	✓	-	✓	-	-
Bothell / Woodinville Transit Center	✓	✓	✓	✓	✓	✓	✓	-	✓	✓
North Creek Transit Center	✓	✓	✓	✓	✓	✓	-	✓	✓	✓

S3 Line Station Names: Shoreline - Bothell

Shortlisted Permanent Name	Name: TC or Street	Avoids redundancy	Appropriate	Accessible	Intuitive	Easily implemented	Reflects geography	Brief / easy to remember	Public feedback	City feedback
S3 Cross Street Names	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Key	
✓	Compliant
-	Neutral / Mixed results
x	Not Compliant

Motion

It is hereby moved by the Board of the Central Puget Sound Regional Transit Authority that the permanent station names for Stride S1, S2, and S3 Lines are adopted as follows:

S1 Line

- Burien Transit Center
- Tukwila International Blvd Station
- Renton Transit Center
- Renton / NE 44th Station
- Bellevue Transit Center

S2 Line

- Bellevue Transit Center
- Kirkland / NE 85th Station
- Totem Lake Station
- Brickyard Station
- Bothell / Woodinville Transit Center
- Canyon Park Station
- Lynnwood City Center Station

S3 Line

- Shoreline South / 148th Station
- 15th Ave NE Station
- 30th Ave NE Station
- NE 153rd St Station
- 165th St Station
- Ballinger Way Station
- 61st Ave NE Station
- 68th Ave NE Station
- Kenmore Park & Ride
- 98th Ave NE Station
- 104th Ave NE Station
- UW Bothell / Cascadia College Station
- Beardslee Blvd Station
- Bothell / Woodinville Transit Center

APPROVED by the Board of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on _____.

Dow Constantine
Board Chair

Attest:

Kathryn Flores
Board Administrator