University Street Station
Re-naming

Rider Experience & Operations Committee

1/16/20
Why we are here

Today we are here to provide information so the committee can make a recommendation to the full board for a new name.
Process

• Internal committee, internal process April – August 2019
• Public participation opportunity - September 2019
• Board decision – January 23, 2020
• Implementation – aligned with Northgate Link Extension, 2021
Station naming criteria (Resolution No. R2012-02)

• Reflect the nature of the environment
• Be brief, easy to read and remember
• Avoid commercial references
• Avoid similar names/words used in existing facilities
• Comply with ADA guidelines and be limited to 30 characters (including spaces)
Station Name options

- Arts District
- Benaroya Hall
- Downtown Arts District
- Midtown
- Seneca Street
- Symphony
Public Feedback

• Online survey 9/9 – 9/30
• 4 in-person voting sessions
• Over 250 comments on social media
• Over 14,000 survey responses
Support for proposed name

Percentage of total votes

- Seneca Street: 19.86%
- Midtown: 12.99%
- Arts District: 8.04%
- Symphony: 24.89%
- Benaroya Hall: 24.50%
- Downtown Arts District: 9.72%
Stakeholder Feedback

• The Seattle Symphony and Benaroya Hall are in support of **Symphony Station or Benaroya Hall Station**

• University of Washington, Wright Runstad, Unico Properties, and Fairmont Olympic Hotel support **Midtown Station**

• Seattle Art Museum supported an inclusive art name
Associated Costs

• Changing to any of the proffered options entails additional unexpected costs.
  • Back of house technical changes amount to approx. +$4M
• Maintaining commonality with USS acronym greatly reduces technical back of house changes and associated budget request.
Name options conforming to USS acronym

- Union Street/Symphony Station
- Union/Seneca Street Station
- Union/Seneca/Symphony Station
Recommendation

Symphony Station got the most support from community engagement, and meets all of the board station naming criteria. Union Street is adjacent to our station. To conform with USS acronym, staff recommends Union Street/Symphony Station.
Thank you.