

**RESOLUTION NO. R2012-02**  
**Facility and Link System Naming Policy**

<b>MEETING:</b>	<b>DATE:</b>	<b>TYPE OF ACTION:</b>	<b>STAFF CONTACT:</b>	<b>PHONE:</b>
Executive Committee	2/2/12	Recommendation to Board	Ahmad Fazel, DECM Executive Director	206-398-5389
Board	2/23/12	Final Action	<b>Brooke Belman, Community Outreach Director, DECM</b>	206-398-5238

**PROPOSED ACTION**

Establishes a policy for naming all Sound Transit facilities, including stations, maintenance bases, portals and other facilities and the Link system lines and extensions.

**KEY FEATURES**

- Sound Transit has been using working protocols and procedures to guide the facility naming process. This action establishes a formal Board policy.
- The 1999/2004 “Systemwide Sign Design Manual” established criteria on which Sound Transit facilities will be named.
- A three-phase process will be used for selecting permanent facility names; internal identification and evaluation of potential names, public input and Board adoption.
- This policy requires a comprehensive systemwide approach for naming Link lines and extensions that follows a color scheme and an end-of-the-line destination.
- The policy provides direction for “working” name of facilities in the early planning and environmental phases of capital projects.
- This policy also applies if the Board decides to change names of existing facilities.

**FISCAL INFORMATION**

This policy applies to changing existing and establishing new facility names. The “working” signage will be replaced by signage for Board-adopted names of facilities in conjunction with the 2016 opening of University Link.

**SMALL BUSINESS PARTICIPATION**

Not applicable to this action.

**APPRENTICE UTILIZATION COMMITMENT**

Not applicable to this action.

**EQUAL EMPLOYMENT WORKFORCE PROFILE**

Not applicable to this action.

## **POLICY DETAILS**

Sound Transit's facilities are the connection between our service and the communities we serve. It is important that Sound Transit facility names represent neighborhoods and destinations. This policy ensures that customers can easily find destinations and facilities. This policy also institutes a convention for naming the Link system based on end-of-the-line destination and a color scheme. Sound Transit has working protocol and procedures which have guided past station naming efforts. Currently, names for facilities evolve over the life of a project and the Board adopts the permanent names.

Additionally, this policy establishes a comprehensive Link naming structure that encompasses the entire light rail system, including projects and extensions.

### Facility Naming Process

The policy establishes three distinct phases for permanently naming a facility: 1) an internal process to identify and evaluate potential names based on the criteria; 2) a public process to receive input; and 3) Board input and action. Public input will be received on potential names during the standard 30 percent facility design review process. Communication with the public and stakeholders will be folded into regular project communications and will clearly identify the Board as the final authority in determining a permanent facility name. Additionally, the proposed process includes notifying stakeholders, jurisdictional partners, and transit agencies of the process and how to provide input.

### Facility Naming Timeframe

Board adoption of facility names has been inconsistent from project to project. Central Link facility names were not formally adopted by the Board until construction had begun and University Link facility names have yet to go through a process and come before the Board. This policy establishes that facility names will be considered by the Board at Gate 5 of the Phase Gate process. At Gate 5, projects are at approximately 60 percent design and the Board considers baselining a project's schedule and budget.

### Facility Naming Criteria

Criteria are at the root of the naming process. The current facility naming criteria are listed in the 1999/2004 "Systemwide Sign Design Manual." While most criteria are still relevant and need only slight revision, they should be updated to avoid naming facilities with duplicate or similar names/words. Sound Transit facilities will be named based on established criteria. Names will:

- Reflect the nature of the environment: neighborhoods, street names, landmarks, plus geographical locations
- Be brief and 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

### Link System Naming Structure

The light rail expansions planned and funded in ST2 will add an additional line to the Link light rail system. This policy institutes a comprehensive naming structure for the entire Link light rail system that uses a color scheme and naming conventions for planned and future Link light rail lines. Each line will have an "end-of-the-line" destination name and an associated color, which is ADA compliant. For example:

- a. The north/south line = Link Red Line (Lynnwood or Kent/Des Moines, depending on direction)
- b. The east/west line = Link Blue Line (Lynnwood or Overlake, depending on direction)

Under this Link system naming structure, "Central Link" would be gradually phased out and the entire system will be referred to as "Link". Light rail projects and extensions will also use this structure, and therefore the "North Corridor Transit Project" would become the "Lynnwood Extension" and the "S. 200th Street Link Light Rail Extension Project" (sometimes referred to as "South Link") would simply become the "S. 200<sup>th</sup> Street Extension."

In order to establish a color scheme, staff will suggest potential combinations and then rely on rider feedback to guide the process. The Agency would begin phasing this terminology into existing materials by 2014 in order for signage and material production schedules to coincide with the opening of the S. 200<sup>th</sup> Street and University Link extensions.

#### Early Planning Names

The Link system naming structure would also work for projects that are undergoing Alternative Analysis and would remove the confusion of lengthy and technical terms. For example, the "North Corridor High Capacity Transit Project" would simply become the "Lynnwood Extension." The description of this project calls for it being an "extension of the light rail system" and the proposed name is both mode-neutral and keeps the Agency aligned with FTA.

Names for Sound Transit facilities in early planning phases through final design should be determined by either proximity to streets, transit centers or permanent public institutions, and shall not be commercial in nature.

### **ENVIRONMENTAL COMPLIANCE**

JI 1/4/2012

### **PRIOR BOARD/COMMITTEE ACTIONS**

Motion No. M2005-09: Adopted final facility names for Central Link Light Rail Initial Segment

### **TIME CONSTRAINTS**

Adoption of this policy is preferred before the Board considers passing the North Link project through Phase Gate 5, which is anticipated to occur in May 2012. Other project facilities, such as the University Link facilities, S. 200<sup>th</sup> Street facility and Tukwila Sounder facility, are waiting until this policy is adopted before proceeding with the naming phase.

### **PUBLIC INVOLVEMENT**

Not applicable to this action.

### **LEGAL REVIEW**

RM 1/27/12



## **RESOLUTION NO. R2012-02**

A RESOLUTION of the Board of the Central Puget Sound Regional Transit Authority establishing a policy for naming Sound Transit facilities, including stations, maintenance bases, portals and other facilities and a naming structure for Link system lines and extensions.

WHEREAS, the Central Puget Sound Regional Transit Authority, hereinafter referred to as Sound Transit, has been created for the Pierce, King, and Snohomish Counties region by action of their respective county councils pursuant to RCW 81.112.030; and

WHEREAS, Sound Transit is authorized to plan, construct, and permanently operate a high-capacity system of transportation infrastructure and services to meet regional public transportation needs in the central Puget Sound region; and

WHEREAS, in general elections held within the Central Puget Sound Regional Transit Authority district on November 5, 1996 and November 4, 2008, voters approved local funding to implement a regional high-capacity transportation system for the central Puget Sound region; and

WHEREAS, Sound Transit uses facility and station names for wayfinding, facility signage, schedules and trip-planner information for ST Express, Sounder and Link; and

WHEREAS the Sound Transit Board recognizes the value of a systemwide, comprehensive and consistent approach for selecting the permanent names of facilities, and a naming structure for Link lines and extensions; and

WHEREAS, past naming efforts have been based on working protocols and procedures and this resolution provides direction to update and formalize those working protocols and procedures; and

WHEREAS, establishing a permanent station or public facility name includes three distinct phases; an internal process to identify and evaluate potential names based on the criteria, a process to receive public input and Board adoption.

NOW THEREFORE BE IT RESOLVED by the Board of the Central Puget Sound Regional Transit Authority as follows:

Section 1. Naming Process

Public input will be received on potential names during the standard 30 percent facility design review process. Communication with the public and stakeholders will be included in regular project communications and will identify the Board as the final authority in determining a permanent facility name. Additionally, stakeholders, jurisdictional partners, and transit agencies will be notified of the process and how to provide input. Permanent names will be considered by the Board at Gate 5 of Sound Transit's Phase Gate process.

Section 2. Facility Naming Criteria

Sound Transit facilities will be named based on established criteria. Names will:

- Reflect the nature of the environment: neighborhoods, street names, landmarks, plus geographical locations
- Be brief and 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

Section 3. Link System Naming Structure

Link lines and stations will be named using a comprehensive approach that represents a system. The line name, "Central Link", will be gradually phased out and the entire system will be referred to as "Link." Each line will have an "end-of-the-line" destination name and an associated color, which is ADA compliant.

Section 4 . Early planning names

Names for Sound Transit facilities in early planning phases through final design should be determined by either proximity to streets, transit centers or permanent public institutions, and should not be commercial in nature. The Link system naming structure may also be applied to projects that are undergoing Alternative Analysis.

ADOPTED by the Board of the Central Puget Sound Regional Transit Authority at a regular meeting thereof held on February 23, 2012.



Pat McCarthy  
Board Chair

ATTEST:



Marcia Walker  
Board Administrator