University Street Station Re-naming
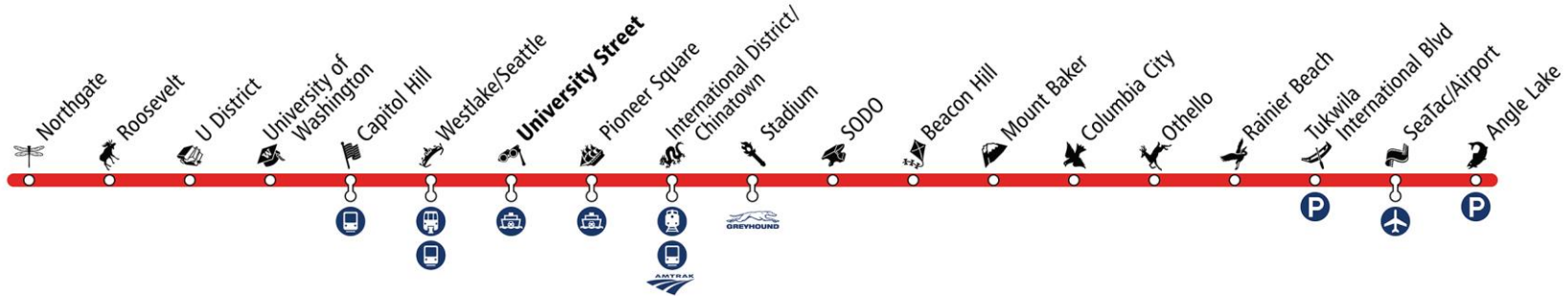
Rider Experience & Operations Committee

1/16/20

SOUNDTRANSIT

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.

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University Street Station

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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

WE ARE HERE

Develop station name options *April –August 2019*

Public comment *September 2019*

Board decision *January 2020*

Name change with *Northgate Link 2021*

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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)

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Station Name options

- *Arts District*

- *Benaroya Hall*

- *Downtown Arts District*
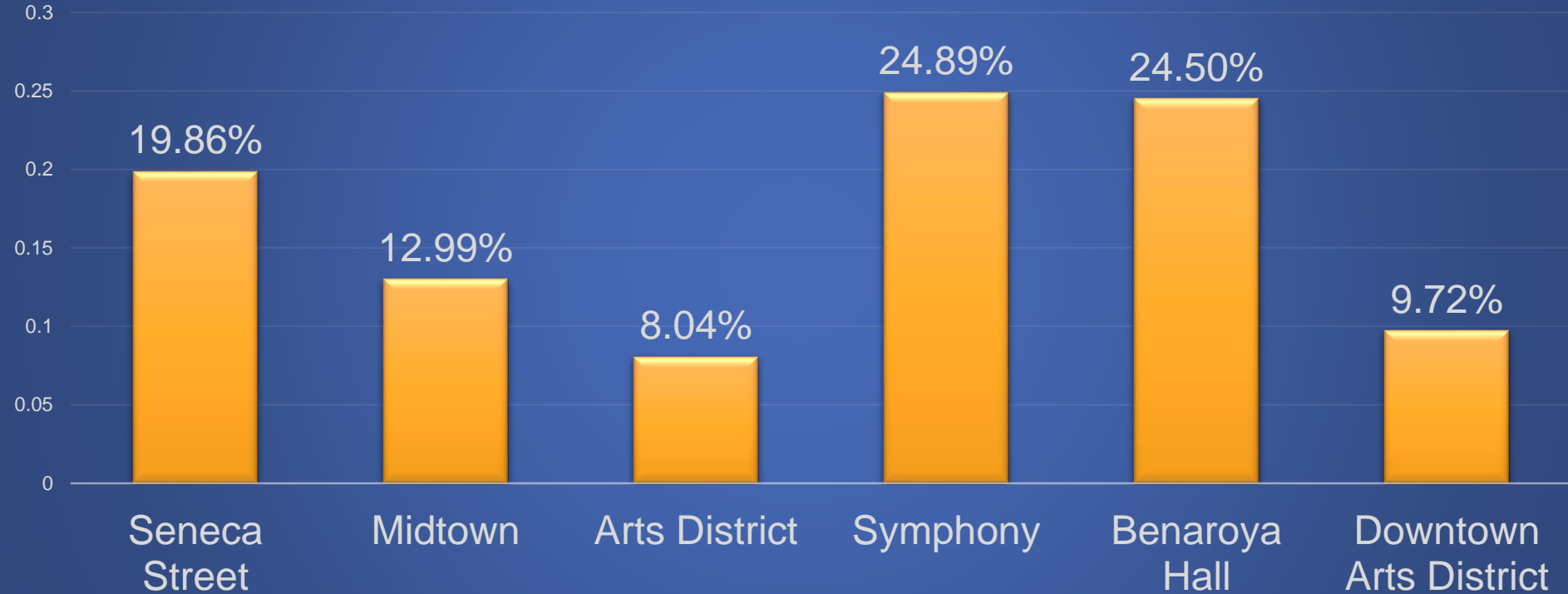
- *Midtown*

- *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

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Support for proposed name

Percentage of total votes

Name	Percentage
Seneca Street	19.86%
Midtown	12.99%
Arts District	8.04%
Symphony	24.89%
Benaroya Hall	24.50%
Downtown Arts District	9.72%

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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.

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Name options conforming to USS acronym

- Union Street/Symphony Station

- Union/Seneca Street Station

- Union/Seneca/Symphony Station

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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.

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