

Renaming University Street Station

Rider Experience & Operations Committee

10/7/21

Why we are here

Today's Action

- Recommend the Board rename University Street Station in coordination with East Link extension opening

How we got here

- University St rename was proposed
- Lessons Learned team was stood up – updating the Station Naming Policy was an action item

Agenda

- Background
- Recommendation
- Name Options: Pros/Cons
- Station Naming Policy Alignment
- Cost Impacts

Background

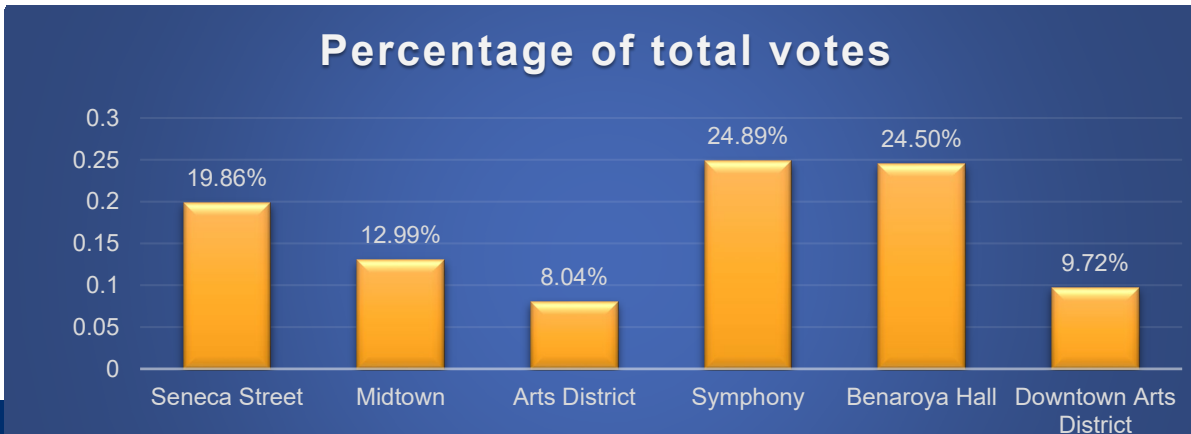
Lessons Learned & Updated naming policy

- To minimize confusion for passengers – 2019 public outreach
- Rename presented Jan 2020 originally to align with NGL
- Board asked staff to consider comprehensive system-wide naming approach
- Lessons Learned team stood up
 - Studied customer confusion, safety issues, back-of-house codes
 - Update to Station, Line & Facility Naming policy going to Executive Committee & Board in October
 - Findings support renaming University Street

University Street Rename Recommendation

Honor existing work: it adheres to the policy

- Rename to **Symphony Station**
- Research confirmed customer confusion
- Decision by Q4 2021 = Implementation for East Link
- Temporary mitigations being deployed



Name Options: Pros / Cons

- **Union St / Symphony Station**

- Pro: No need to change USS back-of-house code
- Con: Risk of customer confusion due to no entrance/exit on Union Street, misleading

- **Symphony Station**

- Pro: Highest ranked in public outreach, adheres to new station naming policy
- Con: Need to change/update agency assets & back-of-house code

Station Naming Policy Alignment

Honor existing work: it adheres to the updated policy

- **Symphony Station** = landmark name, improves brevity
- Prioritizes wayfinding / best practices

Updated Naming Policy Criteria

1. City, >1 per city use next category
2. Neighborhood
3. **Landmark**
4. Combo or Street
 - Reduce limit from 30 to 26 characters
 - New 1-3 word limit

Cost Impacts

Incorporated into East Link work at no additional cost

- Public facing assets

Work outside of East Link scope

- Back-of-house station code update, estimated \$800,000
 - Station code SCADA work, manuals for operation and maintenance and fire life safety, training for impacted staff

Thank you.



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